



# INTEGER

consulting solutions

## BUSINESS ACUMEN SIMPLIFIED

Business Acumen Simplified will improve your business acumen by showing you how to create value in your business and the impact of business decisions on revenue, profits and cash.

Financial literacy is like knowing how to score in sport.

Business acumen is knowing how to improve the score. (CJ Rezak)

## HOW YOU WILL BENEFIT

Participants will:

- Understand why businesses exist and why they fail,
- Analyse the components of a business model,
- Understand what factors effect a business and industry,
- Demonstrate how to create value in a business,
- Identify the impact of business decisions on revenue, profits, assets and cash flow, and
- Learn how to apply, use and interpret financial information to improve decision making.

## WHO SHOULD ATTEND

- Senior or up and coming management who need to better understand business dynamics
- New entrants to the work place
- Business owners who want to up skill

## METHODS OF DELIVERY

- One-on-one coaching sessions, or
- More formal, but flexible, group classes, and
- Everything in between.

## APPROACH

A combination of:

- Theory,
- Case studies and exercises, and
- A presentation or discussion on how to apply what has been learnt to your company.

## FLEXIBILITY

In terms of

- Method of delivery – from one-on-one to group to classroom
- Duration of course
- Length of each session
- Frequency of sessions
- Modularised content

## BENEFITS OF ONE-ON-ONE COACHING

- Learn at your own pace
- Select your own content from a variety of modules and topics
- Move away from the rigidity of a classroom-type course
- Move to something flexible in terms of time spent and content
- Learn faster as the sessions are kept short allowing you time to absorb and reflect on the material
- The sessions will be one-on-one and thus interactive and challenging
- Reduced competition between course participants

## CONTENT

### **Module 1: Introduction**

- Understand why businesses exist...
- ...and why they fail
- Discuss and compare finance and business acumen
- Why learn about finance

### **Module 2: The essential elements of a business**

- Discuss differentiation and an innovative idea
- Define what is important to customers and who to target
- How to define your product
- Explain role of marketing and distribution
- Identify the components of and different types of business models
- How to finance your business

### **Module 3: How to grow your business sustainably**

- Why should your business continue to exist
- Understanding the factors which influence your business and shape your industry
- Discuss factors that limit growth

#### **Module 4: Creating value in your business**

- Understand the financial dynamics of your business
- Discuss the primary value drivers
- Examine ways to impact these value drivers
- Discuss and explore the value chain

#### **Module 5: Ways of analysing business performance**

- Financial ratios
  - Liquidity
  - Financial leverage
  - Asset management
  - Profitability
  - Market indicators
- Non-financial measures

### **STEVEN DELPORT**

- Steven has extensive business experience having worked in the banking and consulting industries for more than 20 years.
- In addition to consulting, Steven is a facilitator on a number of leadership development programmes and coaches current MBA students at Wits Business School. He also lectures undergraduate and MBA finance courses, and writes for Entrepreneur magazine.
- Steven holds both a MBA and a Certificate Programme in Leadership Coaching from Wits Business School.

### **DAVE THAYSER**

- Dave is a specialist in Mergers & Acquisitions, having worked in corporate finance and general financial consulting for most of his working life, primarily at Ernst & Young.
- Besides now consulting on his own account, he lectures on M&A at GIBS and in other forums and is a member of the Audit and Risk Committees of the Competition Tribunal.
- Dave holds an MBA from Manchester Business School as well as being a qualified Chartered Accountant (South Africa) and an FCMA.

