

COMMERCIAL ACUMEN

The One SKILL Your BUSINESS Can't Do Without

Every organisation wants their leaders and managers to possess the initiative and insight to be able to make commercially astute decisions, beyond simple good financial management skills.

However, there are two fundamental matters that need addressing:

1. What is Commercial Acumen exactly? Is it subject to an objective measure, or does it vary in the context of the challenges a specific organisation faces?
2. How do we know how commercially savvy the people in the business are right now? How can we avoid teaching the 'basics' to people who already know them and ensure that everyone else are given them?

Kaplan's solution is straightforward: a business-aligned online Commercial Acumen assessment followed by a tailored learning programme for leaders and managers.

"You might call it 'commercial sense' or 'financial saviness' or just 'commerciality'. But how do you define it? How do you assess it? How do you know who's got it? And how do you develop those who haven't?"

How Does It Work?

Our Commercial Acumen assessment presents business scenarios and poses two key questions: Do you know the answer?

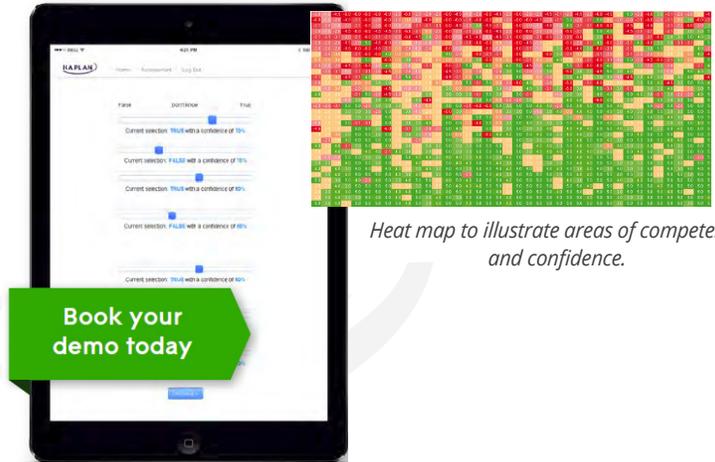
How confident are you that your answer is correct? With a few complex algorithms and a wealth of expertise, we analyse the answers to give you a clear picture of who is aligned to your business vision, and who represent a risk to your organisation. This empowers us to efficiently target who needs training and development, and in which areas they need it most.

- Our consultants sit with you to understand what commerciality means in your organisation
- We create scenarios and related questions based on the themes and issues that emerge from our conversations with you
- A selected group in your business takes the assessment enabling us to make the necessary improvements
- The organisation is scanned and results are shared with you to plan a tailored development programme

THE DIAGNOSTIC TOOL

Our tool presents business scenarios and poses two simple, but key, questions: Do you know the answer? How confident are you that your answer is correct?

With a few complex algorithms and a wealth of expertise, we analyze the answers to give you a clear picture of who is aligned to your business vision, and who represent a risk to your organization. This empowers us to efficiently target who needs training and development, and in which areas they need it most.



Heat map to illustrate areas of competence and confidence.

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Workshop Highlights



Identify financial risk – highlight people that are highly confident but making incorrect financial decisions



Detect hidden talent – identify people with high competence but low confidence



Prioritise and direct learning and development interventions with a laser focus to where it's needed, optimising your budget and avoiding waste



Provide a flexible and commercially relevant 'before and after' benchmarking capability



Benchmark individuals, offices, branches and teams – internally and against other organisations – with clear and relevant individual reports and collective volume heat-maps