

Business Acumen Masterclass

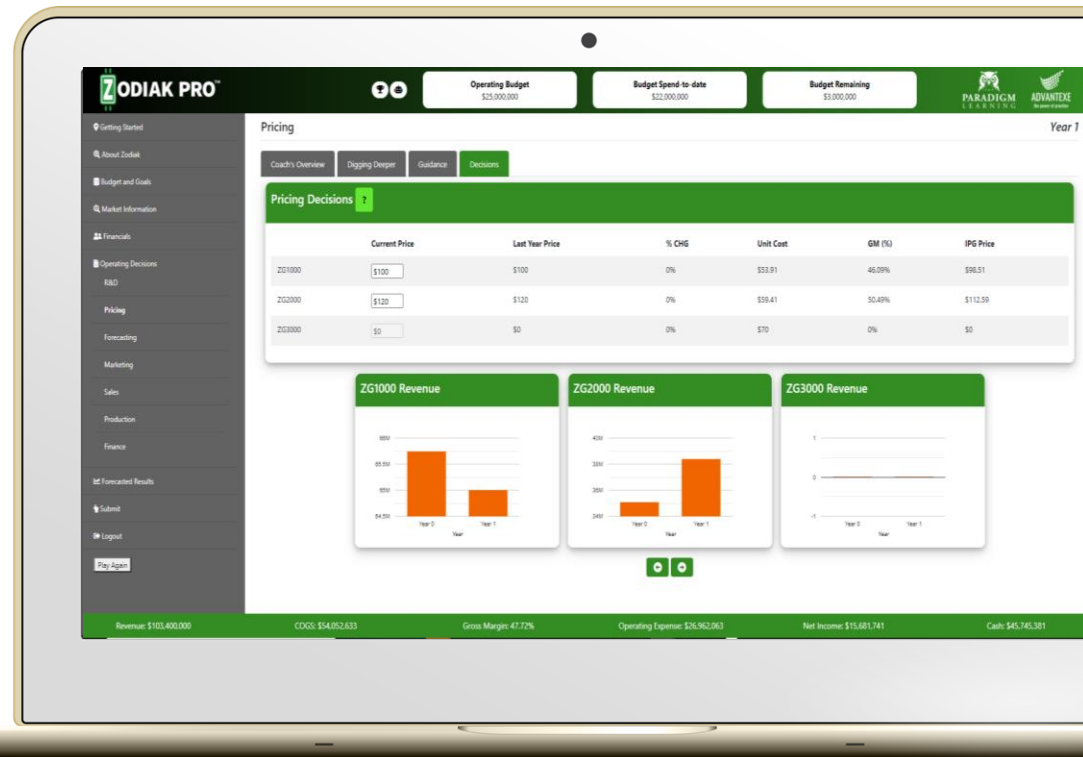


A D V A N T E X E

A virtual workshop designed to develop foundational business and financial acumen skills

Global business opportunities. Changing economic conditions. Extraordinary events. Disruptive technologies. Whatever the situation may be, your business professionals are faced with the challenges of making critical win/lose decisions to drive business performance in areas where they may lack capabilities, experience, and knowledge.

This is where Advantex can help to power your organization to success. In response to the rapidly changing business environment where new skills are required for success, Advantex has created a 4-hour Business Acumen Masterclass leveraging a cloud-based business simulation. The simulation helps learners gain a better appreciation of business strategy, financial management, and the systems of business to build capabilities and improve performance.



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How it Works

The Business Acumen Masterclass is a 4-hour virtual experience that introduces learners to new business acumen topics and allows them to interactively apply the learning by playing a digital simulation.

In the simulation, learners take over the role of Chief Executive Officer of Zodiac Innovations Group (ZIG). Despite steady financial growth, Zodiac has been struggling to keep pace with the competition in a changing and disrupted market. Over the course of three simulated years, learners make day-to-day operational business decisions to help Zodiac achieve their goals of generating more revenue, managing cash flow, turning a profit, and growing shareholder value.

The simulation provides learners with the opportunity to build, enhance, and strengthen their skills in financial and business acumen.

Learning Focus

The Business Acumen Masterclass helps learners better understand the systems of business. Specifically, the learning focus of the simulation includes:

- Understanding the core drivers of profitability
- Comprehending financial positions and key metrics including the Income Statement, Balance Sheet, and Cash Flow Statement
- Understanding the importance of cross-functional alignment and decision-making

Audience

The Business Acumen Masterclass is the perfect fit for employees at all levels who need to strengthen business acumen skills and build a greater understanding of how a business achieves its goals and objectives. This audience includes new hires, first-time managers, emerging leaders, and high-potential leaders.

Sample Agenda

Time	Agenda
15 min	Welcome
15 min	Introduction to the Zodiac Pro Business Simulation
60 min	Simulation Year 1
15 min	Break
30 min	Overview of Financial Management and Large Group Debrief Year 1
100 Min	Simulation Years 2 and 3
10 min	Planning & Wrap-up