

# Commercial & Business Awareness

1 Day

CBA

## OVERVIEW

This intensive one-day course gives participants an understanding of the critical business issues needed to support their role as a more commercially focused office professional.

This comprehensive workshop focuses on commercial and business awareness skills that will enable the office professional to broaden their role and take on increased responsibilities from their managers.

## DESIGNED FOR

Suitable for experienced PAs and office professionals looking to increase their business and commercial awareness in order to take on more managerial tasks confidently and enhance their contribution to the organisation.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Understand commercial and business issues facing their organisation.
- Define the role and purpose of their organisation.
- Understand the issues and dilemmas now facing organisations at a strategic level.
- Recognise the key issues involved in change management.
- Remove the myths and fears about finance and understand the jargon that surrounds it.

## TOPICS COVERED

### Understanding your Organisation – its Role and Purpose

- The role and purpose of organisations
- Organisational culture
- The power and influence of stakeholders
- The structure of organisations

### Introduction to Strategy

- How strategy drives an organisation
- Analysing internal strengths and weaknesses
- Analysing external opportunities and threats

### Making Sense of Finance

- The profitability of organisations
- Translating financial jargon into plain English
- Finance as a means of measuring performance and profitability
- A simple framework to enhance understanding of financial and managerial accounting

### The Management of Change - Why Organisations Need to Change

- Defining the key elements of change. Levers for managing change

## EXTRA NOTES

*Further Development:*

*Making Sense of Finance - Essential Knowledge for Office Professionals/Secretaries & PAs (EBF1)*

*An equivalent course is available in Arabic. Please call us for details.*