

Section 1: Business Acumen Foundations

- **Module 1 - Foundations:** An introduction to the course, the objective, and the basics of business acumen you need to understand.
- **Module 2 - What Is Strategy:** Define what is strategy and make it a workable definition so you can understand and use it.
- **Module 3 - Introduction to Financial Statements:** Learn the purpose of a business, how a business makes money, and how a business tracks performance through financial statements.
- **Module 4 - Funding, Corporate Structure & Objectives:** Learn how businesses get funded, what corporate structure is and why it matters, and understand the mindset of the business you're trying to influence.

Section 2: The Business Model & Value Proposition

- **Module 5 - A Brief History of Business:** Understand where business came from and how the history of business is still influencing where we're going.
- **Module 6 - Sales and Marketing: How Did We Get Here:** View a brief history of sales and marketing, and learn what the purpose of sales and marketing is today and going forward.
- **Module 7 - The Business Model:** Get into the meat of what business acumen is really about and what that trait to be able to connect what you do to situations looks like.
- **Module 8 - Hooking Your Value Proposition:** Take what we worked on in Module 7 and figure out how to apply it to your sales and marketing.

Section 3: Financial Statements

- **Module 9 - Financials: The Income Statement:** Dig into the income statement. Learn how to view and understand the metrics that go along with the income statement and how to use those metrics to apply and position yourself.
- **Module 10 - Financials: The Cash Flow Statement:** Dig into the cash flow statement. Learn how to view and understand the metrics that go along with the cash flow statement and how to use those metrics to apply and position yourself.
- **Module 11 - Financials: The Balance Sheet:** Dig into the balance sheet. Learn how to view and understand the metrics that go along with the balance sheet and how to use those metrics to apply and position yourself.

Section 4: Selling Results

- **Module 12 - The Results Map: Building The Case For Change:** Learn how to deliver your message and understand the drivers for results, specifically what drives results for you.
- **Module 13 - Tracking Problems to Causes:** Too often we stay at the surface level. We think we're talking about problems when in reality we're talking about solutions or symptoms. How do you separate yourself from the crowd?

- **Module 14 - The Cost of The Problem:** Direct, Indirect & Opportunity Costs: Dig into understanding, uncovering, and communicating the direct, indirect and opportunity costs.
- **Module 15 - Moving Beyond Price:** Price sucks up far too much oxygen. Price is never the issue, but is always an issue. Let's understand price and understand how people relate to price.

Section 5: Your Business

- **Module 16 - Your Job...Your Business:** Whether you own your own business, are a marketer, are a sales rep, it doesn't matter. Your job is your business. From looking at the market, here's what we've found.