

# ABCs OF BUSINESS ACUMEN™



— THE A-Z ESSENTIALS FOR SMARTER THINKING, BETTER DECISIONS, AND GREATER IMPACT.

## A ACCOUNTABILITY



Own your responsibilities and deliver on commitments.

## B BUSINESS MODELS



Understand how businesses create, deliver and capture value.

## C CASH FLOW



Cash is the fuel that drives growth and sustains value.

## D DECISION-MAKING



Make informed, timely decisions with confidence and clarity.

## E EXECUTION



Turn strategy into action and plans into results.

## F FINANCIAL STATEMENTS



Read, understand and analyze the language of business.

## G GROWTH



Identify opportunities and scale profitably and sustainably.

## H HUMAN CAPITAL



Invest in people, culture and capabilities.

## I INNOVATION



Challenge the status quo and create better solutions.

## J JOINT VENTURES



Create partnership value through alignment and shared goals.

## K KEY METRICS



Focus on the right measures that drive performance and value.

## L LEADERSHIP



Inspire, influence and empower others to achieve extraordinary results.

## M MARKET AWARENESS



Understand your market, customers and competitive landscape.

## N NEGOTIATION



Create win-win outcomes and maximize value.

## O OPERATIONAL EXCELLENCE



Build efficient processes that deliver quality and results.

## P PROFITABILITY



Understand the drivers of profit and how to improve it.

## Q QUESTIONING



Ask the right questions to unlock insight and improve outcomes.

## R RISK MANAGEMENT



Anticipate, assess and manage risk to protect and create value.

## S STRATEGY



Choose where to play and how to win.

## T TARGET MARKETING



Reach the right customers with the right value proposition.

## U UNDERSTANDING CUSTOMERS



Deeply understand customer needs and deliver exceptional value.

## V VALUE PROPOSITION



Clearly articulate the unique value you deliver.

## W WORKING CAPITAL



Optimize liquidity and resources to fuel growth.

## X EXPERIENCE



Deliver remarkable experiences that build loyalty and advocacy.

## Y YIELD IMPROVEMENT



Continuously improve productivity and returns.

## Z ZERO-BASED THINKING



Reevaluate assumptions and think strategically from first principles.

## ACUMEN CREATES ADVANTAGE.

Develop your business acumen. Strengthen your judgment. Create value. Drive results. Make a bigger impact.  
**Lead smarter. Perform stronger. Grow further.**



### REMEMBER:

- ✓ Knowledge informs.
- ✓ Acumen transforms.
- ✓ Value endures.



**THINK STRATEGICALLY**  
See the big picture and connect the dots.



**DECIDE CONFIDENTLY**  
Balance insight, data and judgment.



**EXECUTE EFFECTIVELY**  
Turn ideas into action and results.



**CREATE REAL VALUE**  
Deliver impact that matters most.

