Sample programme: Commercial decision making

This programme will provide your participants with the tools, skills and knowledge to make sound, commercially focused decisions.

Overview

Participants will benefit from being able to:

— Adopt a logical step-by-step approach to making commercial decisions
— Make more effective long-term investment decisions and how to measure their return on investment
— Evaluate a decision after consideration of all possible options
— Understand the key drivers of performance in your business
— Identify and evaluate the risks associated with preferred options
— Financially appraise options and take into account all relevant cash flows
— Make more effective pricing decisions.

Sample client project: Improving financial and commercial awareness

The project

A leading media organisation was aware that most of its senior staff had inadequate financial skills and understanding. They had sent their managers before on general “finance for non-financial managers” programmes but the benefit had been short-lived due to a lack of relevance and reinforcement back in the workplace.

The solution

We designed a tailored programme that addressed only the finance concepts and terminology used in the organisation. The programme covered all aspects of financial management using only media examples and organisational-specific case studies. The exercises and case studies reflected what managers would see and use when they returned to their workplace.

The outcome

This programme has become a core requirement for senior managers in the organisation. Demand remains driven by the managers themselves based on the positive expressions of value they receive from previous attendees.

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