Building your Business Acumen, Financial Acumen and Engaging in Executive Conversations

July 12th and 13th, 2018
Singapore
How does your customer’s strategic decisions impact their vision and how can you help them make better decisions?

What insights can you glean from your customer’s income statement and balance sheet?

How confident are you in using your business and financial knowledge to have meaningful conversations with senior executives that they find valuable?
At its heart, Business Acumen means:

- Knowing how your customer’s organization makes money
- Understanding how your customer can sustain profitable growth
- Learning the components and intersections of running a successful business

Why is it important for you to know?

Leaders need to be capable of assessing situations with customers as well as within the organization and take quick and calculated decisions. It is not only about understanding the numbers in your Profit & Loss statements, but also managing your limited resources of people, time, and funding while adhering to risk management and compliance requirements; all the while staying ahead of your competitors and not compromising quality of your product/service.

According to The Society for Human Resource Management’s (SHRM) body of competency and knowledge for 2016, Business Acumen is the third most important behavioral competency needed to succeed, trailing only Leadership and Ethics.

In our experience....

Having worked with hundreds of managers and leaders, we find that Managers often fail to see the impact their decisions have on other areas of business i.e. they fail to see the Big Picture. We believe that at the most basic level of alignment, executives need to understand how their organization makes money.

This includes understanding how profitability is driven, how assets are used, how cash is generated, and how day-to-day actions and decisions, impact growth & the various people involved i.e. the 5 key business drivers.

In this regard, developing a vocabulary to understand business imperatives and financial metrics used to measure success has become of utmost importance.

We believe that it is not enough to have the knowledge, but the situationally appropriate use of that knowledge to effectively communicating with internal and external stakeholders, is what differentiates a leader - “Our articulation is often-times a poor example of our knowledge.”
What Can you Expect from this Workshop?

We call this workshop ‘MBA in a Box’
During this workshop, you will:

- Become more aware of the impact of your decisions on financial outcomes and learn how to change your conversations to improve this impact – *Moving from Hindsight to Insight to Foresight*

- Use the **5 Business Drivers** to understand how your company makes money

- **Deepen your understanding of how profitability** is driven, how assets are used, how cash is generated and how we forecast revenues

- You will learn to **get better decisions**, results and connecting results to business process

- Engage in **high level conversations with senior executives** using the common language of Money, KPI, Financial Measurement

- **Demystifying the financial jargons**: Understanding key financial concepts and ratios that will help you gain competitive advantage

- Every powerful meeting is **3 parts preparation and 1 part execution**. Practice engaging in executive conversations so that you could confidently win over executives
Who Should Attend this Workshop?

High potential managers who believe that they have the potential to move to the next level

Director or Manager heading a function within their organization

Sales managers who desire for their teams to become distinct and differentiated in the eyes of their customers

Leaders from non business functions who could benefit from developing their business and financial acumen

Entrepreneurs – Business owners and those looking to start their own business

“...It’s been more than a year and we are still using your workbook. That tells us that it is valuable for the Field. In fact, this workshop has helped us prepare better, engage better, and articulate value better...”
2 – Day Program Outline

**DAY 1**

- A big picture understanding of what is Business Acumen, Financial Acumen and their components
- Understanding the importance of Key Business Goals to keep in mind when working on a project
- Develop your ability to analyse and synthesise market & competitive data. Understand your customer’s business objectives
- Understand the components of what drives growth, profitability and cash flow

**DAY 2**

- Learn the 5 key drivers of business: Cash, Assets, Profit, Growth and People
- Learn the tools to help you Budget, Forecast and Plan for the next 12-18 months
- Learn to develop a business case for your organisation as well as for your customers. Gain an understanding of the clients’ business and value chain
- Bringing it all together – practice articulating the language of business and money to key executives
If Yes, then take action now!

Our sellers now understand how to engage executives using the common language of money, KPI and measurement. We were actually surprised how this approach is helping us sign more profitable deals with a greater velocity for closure.

2 Day Workshop
12th – 13th July 2018
Singapore
*Venue will be confirmed 1 week prior to the program

Your Investment in scaling up your capabilities

**SGD 1450***

*Early Bird investment of SGD 1250 if you confirm by May 20th

*We also offer special prices if
• You are investing for yourself
• You sign up with a group
• Your company sponsors >2 people

If you truly believe this program will benefit you, give yourself the permission to connect with us and get further details to sign up

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This is a highly intensive and experiential program. The cap of 20 participants is to ensure that all delegates engage and benefit from the workshop experiences.
We believe in practitioners to add relevant perspective on this topic – Our carefully selected list of facilitators for this program

VENKATARAMAN SUBRAMANYAN
Founder Director – Sales Effectiveness and Execution Excellence

Venky is an experienced business leader, facilitator and coach and delights in the joy of making others great.

His clients respect him for his utmost honesty and integrity, his passion for excellence, his ability to ask hard questions in a soft way, and on helping them think critically, so that they could execute with rigor and compassion.

He is currently leading several engagements in areas of Global Leadership Development, Execution Excellence, Sales Leadership, Women Leadership, Group Coaching and Executive Coaching.

Venky is the Founder and Director of Tripura Multinational, an organization dedicated to driving Sales Excellence within organizations, building an Integrated Educational Institution, and Tripura Foundation to serve the under-privileged through the power of Education.

As a Sales 3.0 facilitator and sales coach

Venky engages in capability building around deal coaching, partner sales management, account management, and pipeline management

Through these engagements, he has generated over US$3 Billion in net new opportunities, and helped develop deal strategies for multiple deals ranging from $100K to over US$40M. His Deal Qualification framework has also been adopted as a Global Standard by organizations, and implemented as part of their Global CRM.

Venky is an experienced coach, and uses his coaching and training skills to coach CxOs, Partners, directors and managers at many Fortune 500 Companies. He has had the privilege to coach leaders from over twenty nationalities across the Globe.

With 25 years of experience in the IT industry, Venky has had a strong and successful career at Microsoft for over 13 years, in multiple roles, culminating as the COO for their Enterprise and Partner Business.

In his spare time Venky empowers the next generation to aspire for excellence. He is a visiting faculty at The School for Inspired Leadership (SOIL) and has been recognized with the best visiting faculty award.

Venky, and his wife, Sripriyaa live in Singapore and delight in the opportunities to make others great!! Their vision is to

Touch and Transform a million lives by 2020 and a billion lives by 2030
Raju is an accomplished business leader, leadership trainer & executive coach with 30 years diverse experience in global MNCs & Asian companies.

Raju has been living in Singapore and working across the Asia-Pacific region since the early nineties. He has successfully mentored the career growth of executives in finance, strategy, IT, sales & distribution functions, assisting them to enhance their communication, strategic thinking and stakeholder management skills. Most recently, Raju was CFO & Head of Strategy for The Walt Disney Company in South East Asia (SEA).

Now as a coach and trainer, he:

• Helps executives grow in their career journey, with executive coaching and career management advice. He helps executives achieve career success by providing one-on-one coaching.

• Conducts training workshops for managers and leaders as well as for MBA students on Business Model Innovation, Negotiation Skills, and other business skills including Being Political Savvy, Being a Strategic CFO, Developing Executive Presence.

Raju is a well-regarded panelist & speaker on topics such as Excelling amidst change & disruption, Strategic CFO, Balancing Diversity vs Meritocracy, Career Resilience, Performance Measurement.

He has been described by his colleagues and mentees as a good listener with high integrity, commercially astute & approachable yet prepared to challenge. In addition to in-depth business knowledge and cross-cultural understanding, he is a keen industry watcher, with special interest in media & entertainment, hospitality, consumer products/services & technology sectors, & in Asian economies.
We do not believe in merely plotting training programs without specific learner outcomes. See yourself grow into a Global Sales Leader – Choose the right program for yourself and begin your journey!

I want to bridge the gap between Great and World Class!

Build the skillset toolset and mind-set to be a successful global sales leader

Learn the art of closing deals which are a win-win

Create value in your business interactions with your customer

Learn to speak the language of money and value

Develop your capabilities as a Sales Manager

I am looking forward to building my career in Sales

It’s all about learning the sales process

It’s been a good journey so far I want to upskill myself to be a better manager
With these learning outcomes, Tripura Multinational's Sales Roadmap for YOU

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<td><strong>Business Acumen, Financial Acumen and Executive Conversations</strong></td>
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<td><strong>Objection Handling and Negotiation</strong></td>
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To know further details and sign up for these programs write to salesexcellence@tripuramultinational.com or speak to us +65-82235540/ +91-9650843335