Does your management team have a comprehensive understanding of the systems that drive your business?

Commercial acumen, defined as “an intuitive and applicable understanding of how a company makes money”*, enables sound commercial decision-making and effective strategic execution.

This program will equip managers with the tools to understand their operating landscape, develop sound commercial judgement, and explore ways to leverage data assets. It will help drive change through building the ability to effectively tell a story through use of key data.

* BTS Research report 2013: Skills Mismatch: Business Acumen & Strategy Execution

Made for:
Business unit heads, managers with budget accountability and specialists/project leads with a strategic focus.

Sydney, UNSW CBD Campus, 2 Days
$3,575 (incl. GST)

This Program will earn you 2 unit points towards your Certificate in Executive and Management Development (CEMD).

2 🏛️ Unit Points towards your CEMD certification

Available for in-house delivery

One of the key factors that separate high-performing leaders from the rest is an ability to consistently make commercial decisions that deliver strong business results.”

Patrick Sharry,
Program Director.
**Themes:**
- Understanding the external influences through economic thinking frameworks
- The systems and values that drive your business
- Risk management frameworks
- Managing, interpreting and leveraging data to tell the right story and create maximum impact
- Decision-making and dealing with uncertainty
- Commercial leadership and toxic assumptions

**Outcomes**
**For the Individual:**
Through a combination of frameworks, simulations, case studies, group discussion and practical application to your business context, participants will build a management toolkit to:
- Adapt decision making approaches to make strong commercial decisions in any context
- Analyse commercial performance drivers
- Think more strategically and apply risk management frameworks to your operating environment
- Utilise data to develop and test business cases and tell a compelling story
- Apply experimentation and testing approaches to business challenges to generate robust results
- Understand and adopt a more commercial mindset

**Program Director - Patrick Sharry**
Patrick holds a Master of Science in Decision Sciences from the London School of Economics, and is a Master of Education in Mathematics Education from QUT. He teaches Strategy and Managerial Decision Making on the AGSM MBA Program, as well as designing and managing programs for a portfolio of executive education clients.

Patrick has extensive career experience in financial services, internet technology and international trade and has worked in many other sectors including professional services, health, education, mining and utilities.

**Guest Speaker - Richard Holden**
Richard is Professor of Economics at UNSW Business School and an Australian Research Council Future Fellow. He received a PhD from Harvard University in 2006 and has been a Visiting Professor of Economics at the MIT Department of Economics and Visiting Professor of Law at the University of Chicago Law School. His research focuses on contract theory, law and economics, and political economy and is regularly featured in numerous high profile press outlets, including The New York Times, The Financial Times and The New Republic and The Daily Kos.