

## Acumen Learning Facts



### Corporate Overview

- » Acumen Learning was formed in 2002, as a result of a partnership between Kevin Cope, Stephen M.R. Covey, and Ram Charan's content.
- » Building Business Acumen® (BBA®) has been implemented at 16 of the Fortune 50 and dozens of leading companies known for their training programs.
- » Acumen Learning has taught over 50,000 people across 25 countries.
- » Ram Charan is rated *"the most influential consultant alive"* (Fortune Magazine, April 2007).
- » Everyone quotes Ram, but only Acumen Learning is permitted to teach the 5 Business Drivers from his best seller, *What the CEO Wants You To Know*.

### Experience

- » For over 20 years Kevin Cope, President and CEO, has worked with world-class companies teaching leadership and business acumen.
- » Kevin is the former President of FranklinCovey International. He began his training career working for Covey Leadership Center in 1989.
- » Kevin has hand-picked a group of consultants with expansive training experience coupled with real-world business savvy.
- » Acumen Learning trainers bring the credibility of master's degrees, executive-level management experience, or both.
- » Trainers hold their own with all levels of class participants from individual contributors to senior executives with finance backgrounds.

### The Advantage

- » Acumen Learning does one thing: Business Acumen training. Others offer Business Acumen as one of several offerings, making it only part of what they do.
- » Most who attempt to make business

acumen their focus are professors turned consultant. Their classes are typically more expensive, academic in nature, not as relevant, and less action-oriented (more emphasis on business literacy than true business acumen).

- » Popular competing solutions are game-based or generic simulations. They lack the depth and breadth of a fully customized solution, therefore they struggle to address the day to day challenges of your business.
- » BBA® has been tested and proven to be engaging, relevant, and actionable.

### Raving Feedback

- » When evaluated against internal and external offerings, BBA® is preferred by industry leaders, because it communicates their strategy directly to their people.
- » BBA® is a foundation block for well known training organizations that have made it required curriculum.
- » BBA® consistently receives the highest marks among all courses offered by client learning organizations.
- » Acumen Learning consistently receives the highest ratings at professional conferences (ASTD, SHRM, Microsoft WPC).

### Partner With Us

- » Acumen Learning establishes long-term relationships with talent management teams, helping them connect learning strategies to business strategies - earning them a seat at the table in business discussions.
- » Acumen Learning prides itself in delivering beyond the expected; content is updated every session to reflect your current financials, external factors, and internal messaging.
- » Real-time news, analyst reports, and executive quotes are incorporated to ensure the course is always relevant.
- » Consistent feedback from participants is that they are genuinely surprised when they learn that their trainer is not an employee of their company.

### » Course Feedback

*"I was surprised how much I learned about our business by someone from the outside!"*

*"I learned more in this 2-day exercise about the essence of business than when I earned my MBA."*

*"It's scary how much I have lost since my days in business school!"*

*"I wasn't looking forward to this training, wrongly thinking it was going to be boring."*



Contact Acumen Learning to be put in touch with someone who can answer your questions:

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