

Why Executive Acumen is A **MUST** for Business Leaders

Business is now about creativity, new thinking, constant invention, growth and service. For those who are bold enough and determined to take advantage of it, this new business scenario creates enormous opportunity to truly transform your business.

It is time to take charge; time to destroy the old and predictable ways of being. It is time to embrace the idea of the global village and change, rather than create barriers to change with closed minds. **It is time to redefine business thinking.** By nature, people like to get things done. However, they often come across many barriers in their organisations that hinder rather than help business. Business need to develop Strategic Agility in this turbulent global competitive environment.

Businesses need	Executive Acumen will enable you to
New eyes	Be acutely alert
New thinking	Use breakthrough thinking, create opportunities, transform your business
New strategy	Be adaptive and dynamic, create advantage
New tactics	Execute quickly and efficiently
New leadership and access to people's talent	Attract and leverage the brightest and best talent
New culture	Engage your talent, encourage excellence and innovation
New structure and systems	Remove the barriers, integrate and align systems
New customer experiences	Be customer centric; create value to attract and keep good customers
New networks	Be network centric, enhance your business capability, demolish the boundaries

Why Executive Acumen Works

CREATE VALUE with Executive Acumen

CONTENT

It addresses all the **critical characteristics of business success and resilience**. These factors have been identified in academic research and proven through our significant consulting experience in enhancing business capability. Each of the seven residential stages of the Executive Acumen program has been coordinated into a rigorous year-long learning journey that provides **progressive insights into your business' potential**.

CONTACT

The business interventionists that lead the Executive Acumen program are **thought leaders** in their areas of expertise whilst also being grounded in the practical aspects of business. They are at the leading edge of business knowledge and thinking.

It brings together a **forum of business owners and senior executives** from different industries that allows for open and frank discussion based on broad experience in the business world. Participants also build a valuable business network for dialogue both during the program and for life.

Our comprehensive suite of **diagnostics provides insight** into your present personal and business performance, while providing **guidance for future action**.

CONTEXT

Your enhanced thinking and business understanding is put into action by **working on your own business**, so it goes way beyond just 'knowing something in your head' or working on case studies. It is this 'transfer of learning' into your business reality that truly builds capability, shareholder value and business resilience.

The output of the program is a comprehensive strategic business plan, with feedback from an advisory board of successful business executives.



Be challenged and take **COMMAND** of your business.



EXECUTIVE ACUMEN

OUT-THINK YOUR COMPETITION

"The ones that are crazy enough to think they can change the world are the ones that do."

— **Steve Jobs**,
Chairman and CEO (retired), Apple Inc

The Executive Acumen program enables business resilience that defies competition in a turbulent world

Can you win the global war for competitive advantage by thinking and doing what you have always done?

Our business environment has never been more turbulent. Competition is brutal, customers demand the world, and it's a battle to keep up with technology and information. Old ways of thinking and tinkering through optimisation will not work. Businesses need strategic agility and the ability to develop new business models that capture opportunities not seen before. **It's about developing a new way of thinking.**

*in today's business environment you have to **out-think** your competition*



“Executive Acumen made me look **deeper into MY BUSINESS** and develop insight it took us to a higher level of THINKING ... it allowed us time to work ON our business”

What is Your Reality?

The bottom line is that business models and mindsets need to be challenged and evolved through innovation driven by strategic insight and courage.

“I realised HOPE is not a strategy”

Most people have a strong tendency to accept and defend their models of business or ‘what we’re doing’. Is that your reality?

The Executive Acumen Program will provide a living laboratory where you can work ON your business in partnership with experienced thought leaders and trusted participant business colleagues who share a commitment to challenge the future of your business.

The program content is based on 15 years of deep experience working with over 300 CEO Executive Acumen graduates across all industries from entrepreneurial start-ups to globally challenged corporations.

Our collaborative team of inspired thought leaders bring extensive experience in global markets and deep domain knowledge that reflects a pragmatic understanding of real world business contexts.

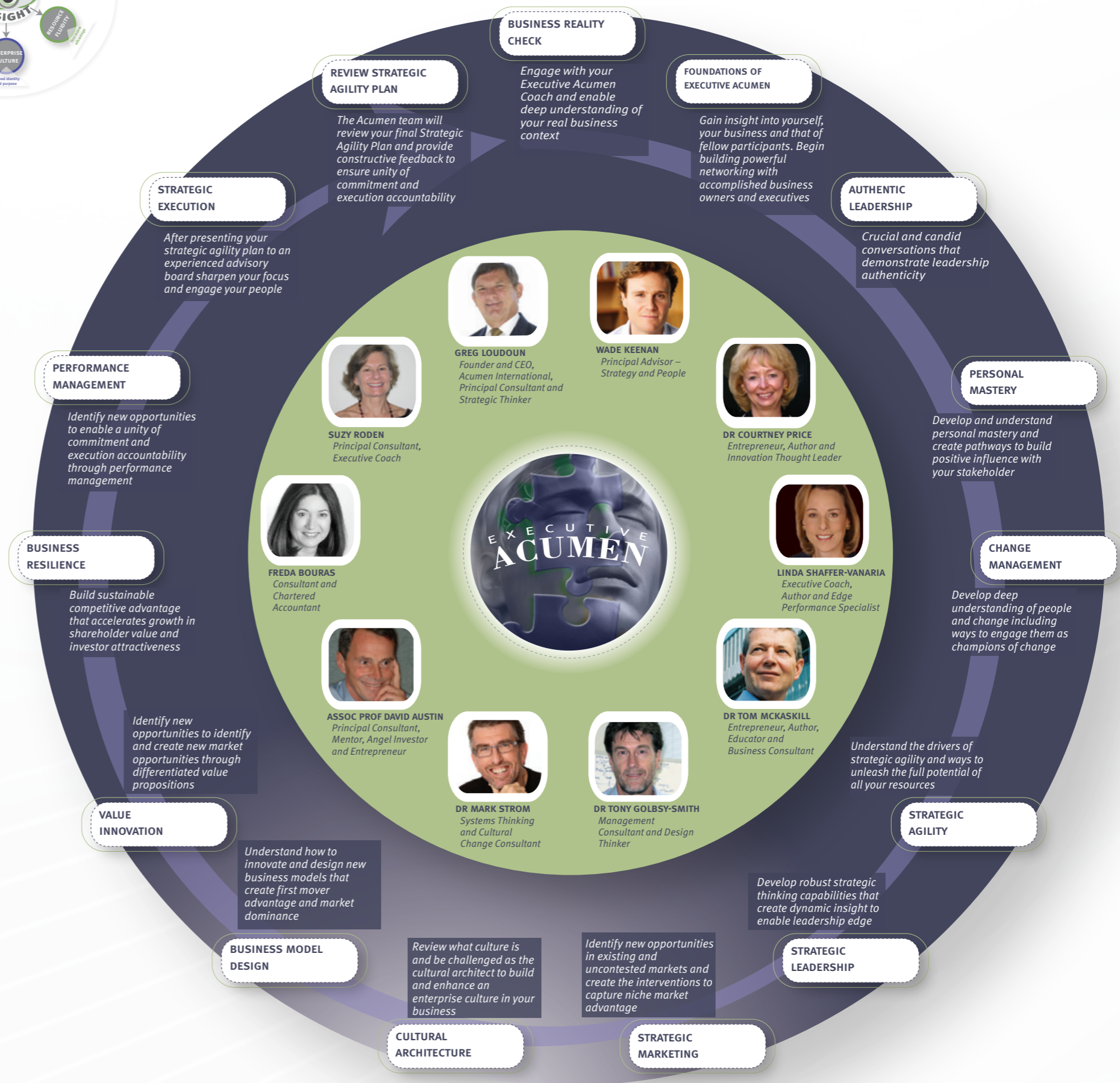
The interactive mix of face-to-face group sessions, online dialogue and web-based materials will equip you with the business interventions and thinking tools to engage your leaders and out-think the competition.

A comprehensive array of business diagnostics will examine all facets of your business DNA to identify opportunities to innovate, challenge and transform your business.

The program will challenge you to critically evaluate mindsets to discard outdated thinking frames and ignite dynamic methods of strategic thinking which will enable insightful decision making and the agility to gain first mover advantage.

You will be challenged to expose blind spots and develop personal mastery through rigorous engagement and disciplined participation where trust drives authentic leadership behaviours.

You will come to deeply understand yourself and your business, how to create leadership edge and an enterprise culture that is measured by passion for creating the future, unity of commitment, accountability for outcomes and purposeful meaning.



Executive Acumen will have a ^{profound} effect on how you think about and act in your business