

**First Touch Presents**

# **COMMERCIAL LEADERSHIP SKILLS**

**Driving performance through financial understanding**

## **Is it right for you?**

This workshop is designed to help senior leaders underpin their existing leadership behaviours with a strong foundation of practical commercial understanding. It is particularly appropriate for leaders moving to their next level of responsibility who need to develop a broader understanding of the financial and strategic aspects of their business and the world in which they operate.

## **What will you learn?**

Participants will discover what successful commercial leadership looks like and how they develop commercial behaviours that augment their leadership capability and drive performance. You will learn to understand and communicate the financial and strategic business imperatives that are driving change and in doing so help employees gain clarity by understanding and embracing the reasons for change. Employees then find it easier to develop involvement and alignment with organisational goals because they understand the commercial context and relevance of their decisions and actions.

## **The Routine**

- Deciding what's routine?
- Understanding your current behaviour
- Operational v strategic
- Recognising importance
- Avoiding the blockers

## **Commercial Leadership Behaviour**

- Good practice
- Imaginative thinking
- Developing strategic thinking
- Winning support

## **Business Finance**

- Understanding financial performance
- Key financial indicators
- Driving value for stakeholders
- Financial levers

## **Financial Planning**

- Generating and capturing value
- Value propositions
- Turning strategy to actions
- Implementing core concepts

## **Circle of Influence**

- Involving others
- Team alignment
- How to communicate not just inform
- Motivation through understanding

## **Exercises and Case Studies**

- Commercial leadership self-appraisal
- Topical case studies
- Financial stories to provide context
- Learning review
- Next steps and return to work action plan