

Tips For Learning Example Pages

Business Awareness

Is able to explain and apply commercial and financial principles. Views issues in terms of costs, profits, markets and added value.

- ☺ Familiarise yourself with Business Awareness competences – not just at the annual review of performance and potential.
- ☺ Make yourself as Business Aware as you can be: read a quality newspaper everyday; watch a quality TV news programme; read a specialist business magazine; look out for trends that could affect the business; take the time to discuss the state of the market with colleagues; understand and keep completely up to date with company news, etc.
- ☺ Follow your company's business strategy through all company information that you have access to.
- ☺ Follow your main competitor's strategy through the media and on the web.
- ☺ Learn how your organisation's strategy is affected by external factors, and by internal factors.
- ☺ Learn all about your customers that you can – the best way to add value to your relationship with your customers is to understand them and their business needs in the same way that you understand your company, and your company's business needs. From this position of knowledge you can offer your customers products and services which will enhance their business / lives.
- ☺ Observe someone at work who you believe is very commercially aware. Make a note of the reasons that you think they are successful. Identify their skills and behaviours. Can you adopt any of them?
- ☺ Observe someone through the media who you believe is very commercially aware. Good things to watch on television are BBC2 and Channel 4 documentaries on business: Back To The Floor, Faking It, Trouble At The Top, My Worst Day, etc.
- ☺ Teach your team to be more commercially aware: by creating a spirit of business awareness in your team you'll maximise the benefits to your organisation and its customers.
- ☺ Speak to other departments within the organisation, i.e. marketing, re current customer strategies.

Cont. Over...

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Recommended Training Courses

(Internal)

Customer Focus

Problem Solving

Planning

Strategic Analysis

Research

It is essential to read a quality daily newspaper and wherever possible to read a specialist business magazine such as The Economist, Business Week or Management Today.

It is useful to watch business documentaries when you get the opportunity.

Books

The Customer Service Pocketbook (T Newby and S McManus) 1-903-77600-7

The Improving Profitability Pocketbook (A Hawkins and C Turner) 1-870-47144-X

The Business Planning Pocketbook (N Russell-Jones) 1-870-47158-X

The Strategy Pocketbook (N Russell-Jones) 1-903-77613-9

Strategy Safari – The Complete Guide Through The Wilds of Strategic Management (H Mintzberg, B Ahlstrand, J Lampel) 0-273-656-368

The Art of War (Sun Tzu) 0-486-425576

The Prince (Machiavelli) 0-198-64567-922

Commercial Awareness: Increasing Your Edge (D Bertram) 0-748-718-389

Strategic Management: Awareness and Change (J Thompson) 1-861-525877

Managing Outside Pressure and Corporate Early Awareness (M Winter and U Steger) 0-47197- 9333

Power of Focus: How to hit your business, personal and financial targets with absolute certainty (J Canfield) 1-558-747-524

Financial Analysis and Control: Financial Awareness for Students and Managers (A Birchall) 0-750-60-1337