

**Commercial Awareness Courses****Name of Course****Description of Training**

CA1	Introduction To Commercial Awareness	This workshop is designed to develop an understanding of commerciality, allowing you to understand commercial impacts on the organisation, on your local team and your role. You will learn what contributes to profitability and use this to determine pay rises for team members. This includes the introduction and application of a profit based performance assessment tool.
CA2	Becoming Commercially Aware	For those managers with little or no formal training in finance, this highly interactive three-day introductory programme concentrates on the key principles, tools and techniques of financial management. Supported by analysis and practical exercises this course will give participants the understanding and ability to discuss, present and manage the financial aspects of their business and positively influence the financial factors under their control.
CA3	Developing your commercial awareness	As well as looking at how to make effective business decisions, this course gives a good grounding in finance and profitability. As a two day programme, Day 1 provides the skills and insights to make sense of the company's financial position and performance. Day 2 then considers the strategic thinking tools needed to plot the forward course needed to maximise the potential of the business.
CA4	Finance for Non Financial Managers	Managers who understand the financial side of their business are much more effective than those who don't. This introductory financial workshop will demystify the language of finance to enable them to contribute more effectively to business success. This short financial course adopts a common sense, layman's approach to enable delegates to understand and interpret financial statements, improve their ability to forecast and manage costs and understand key accounting concepts.