

# Acumen In Action Follow-Up

## How to Use These Lessons

Attached are twelve “training-in-a-box” lessons designed for graduates of Acumen Learning’s Building Business Acumen® course. Each lesson takes just 10-15 minutes to complete and is a powerful way to reinforce key concepts while helping your employees teach their teams how to think more strategically and make smarter, faster decisions.

We suggest sending out one lesson per month using the provided email templates. This creates a manageable, ongoing cadence that strengthens learning over time and encourages meaningful team discussions around business acumen.

## Lesson #1: Seeing the Big Picture

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Subject: Lead the Way: Help Your Team See the Big Picture

Congratulations again on completing your business acumen training—a learning solution designed to help you gain insights into the business strategy of <Company> and your impact on our money-making process.

Now, it’s time to put that insight into action.

Your next step: help your team develop the same big-picture mindset. Many employees do good work—but without understanding why their work matters to the broader business, they may end up doing the right things for the wrong reasons.

As a leader, you can shift that. Take your team through Lesson 1 to reinforce why our CEO—and our future—depend on people who understand how the whole business works, not just their role in it.

**Start Lesson 1:** <https://www.acumeninaction.com/acumen-in-action-1-intro>

We’ll send you another lesson next month,

<Your Name>

## Lesson #2: Building Business Acumen

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Subject: Help Your Team Cut Through the Complexity

Now that you've built your own business acumen, take the next step—share it.

Lesson 2 of your post-course series helps your team simplify the business and understand their real impact, no matter their role. It's easy to think the business is too complex to influence—but you've learned it's not rocket science. In fact, even NASA folks wish it were that simple!

By walking your team through the 5 Business Drivers, you can help them make smarter decisions and connect their everyday work to our bigger business goals.

**Start Lesson 2:** <https://www.acumeninaction.com/intro-2>

Remember, you have access to AcumenInAction.com (password: fivedrivers) with a library of useful tools and lessons. Make the most of it!

<Your Name>

## Lesson #3: Cash

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Subject: Oxygen for the Business: Teach the Cash Driver

Cash is what keeps our business alive.

Lesson 3 focuses on teaching your team how their choices—however small—impact our cash flow. From negotiating timelines to managing time and resources, everyone plays a part.

You've seen how important this is in your training. Now it's your turn to pass it on.

**Start Lesson 3:** <https://www.acumeninaction.com/3-intro>

Best regards,

<Your Name>

## Lesson #4: Profit

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Subject: Two Ways to Drive Profit—Help Your Team Learn Both

Most leaders want to grow profit. But here's the thing: so can your team.

Lesson 4 teaches the two most important levers of profit—growing revenue and reducing costs—and helps your colleagues see how they influence both.

Walk your team through the lesson and challenge them to spot real ways they can increase value in their roles. The impact will go far beyond your team.

**Start Lesson 4:** <https://www.acumeninaction.com/4-intro>

Best regards,

<Your Name>

## Lesson #5: Assets

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Subject: Teach Your Team to Use Our Resources Like a Pro

As a graduate of our business acumen training, you already understand the importance of using resources wisely. Lesson 5 helps your team explore that same concept: improving productivity by getting more out of what we already have.

When Steve Jobs returned to Apple, one of his first moves was cutting underperforming products to strengthen the company's asset base. It worked—and it's a lesson worth sharing.

Now it's your turn. Use this lesson to start a conversation with your team about how they can improve asset utilization in their roles.

**Start Lesson 5:** <https://www.acumeninaction.com/5-intro>

Best regards,

<Your Name>

## Lesson #6: Growth

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Subject: Growth Looks Different at Every Level—Help Your Team See It

Growth is exciting—but it’s also complex.

Lesson 6 helps your team better understand what growth means in our company: how it’s measured, how to support it, and why it matters to everyone—from the boardroom to the front lines.

You’ve already seen how growth can energize a company, attract customers, and keep investors engaged. Now, guide your team through the same perspective—and show them how their work contributes to that momentum.

**Start Lesson 6:** <https://www.acumeninaction.com/6-intro>

Remember, you have access to AcumenInAction.com (password: fivedrivers) with a library of useful tools and lessons. Make the most of it!

<Your Name>

## Lesson #7: External Customers

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Subject: Help Your Team Think Beyond “Faster Horses”

Great businesses don’t just react to what customers say—they uncover what customers really need.

Lesson 7 helps your team do exactly that.

This session focuses on developing the kind of customer understanding that leads to smarter solutions and better experiences. It’s just as relevant to internal service providers as it is to customer-facing teams.

Share this lesson and help your team start thinking deeper about customer needs.

**Start Lesson 7:** <https://www.acumeninaction.com/7-intro>

Best regards,

<Your Name>

## Lesson #8: Internal Customers

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Subject: Great Service Starts with the People Around You

You've helped your team think about external customers. Now it's time to turn the lens inward.

Lesson 8 focuses on internal customer service—how we work together, support each other, and build a culture of accountability and respect across departments.

It's an opportunity to challenge assumptions: we often believe we're providing great service, even when our colleagues feel otherwise.

Guide your team through this lesson to strengthen cross-functional collaboration and trust.

**Start Lesson 8:** <https://www.acumeninaction.com/8-intro>

Best regards,

<Your Name>

## Lesson #9: Making a Difference

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Subject: Small Decisions. Big Impact.

Every role matters—and Lesson 9 brings that idea to life.

As a graduate of our business acumen training, you know how small efficiencies can drive performance and profitability. This lesson gives your team that same insight.

Whether it's a new idea, a redesign, or a decision made in a meeting—every action adds up. Lead your team through this final session to help them see the impact of their work in the broader business picture.

**Start Lesson 9:** <https://www.acumeninaction.com/9-intro>

Remember, to use AcumenInAction.com (password: fivedrivers) to further your business acumen.

Best regards,

<Your Name>

## Lesson #10: Competing to Win

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Subject: Help Your Team Compete to Win

By now, you've learned how business acumen sharpens strategy, decision-making, and impact. But the next step is helping your team apply that knowledge to stay ahead of the competition.

Lesson 10 shows how internal fears or indecision can open the door for competitors to win.

Now's your chance to guide your team through a conversation about what competition looks like for <Company>—and how they can be part of outpacing it.

**Start Lesson 10:** <https://www.acumeninaction.com/10-intro>

Best regards,

<Your Name>

## Lesson #11: Innovating to Win

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Subject: Innovation Isn't Magic—It's a Mindset. Help Your Team Build It.

Innovation doesn't just come from flashes of genius—it's usually the result of curiosity, collaboration, and a culture that encourages new thinking.

Lesson 11 explores how innovation really happens and what companies like Alcoa discovered by simply observing customers in real life. These insights led to industry-wide changes—and your team can learn to think just as creatively.

Invite your team to take this lesson and explore how a small insight could spark your next big improvement.

**Start Lesson 11:** <https://www.acumeninaction.com/11-intro>

Best regards,

<Your Name>

## Lesson #12: Partnering to Win

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Subject: Don't Just Collaborate—Partner

Our final lesson is about real collaboration—not just being a team player, but thinking like a business partner.

Strong partnerships create better outcomes, whether you're launching a new initiative or running daily operations. The most effective teams are made of individuals who see shared success as personal success.

As someone who's completed our business acumen training—a learning solution designed to help you understand how <Company> makes money and competes—it's time to extend that mindset across your partnerships.

Guide your team through this lesson and challenge them to approach each other not just as coworkers, but as collaborators with a shared stake in the outcome.

**Start Lesson 12:** <https://www.acumeninaction.com/12-intro>

Best regards,

<Your Name>

Training in a Box

# ACUMEN IN ACTION™

So you've learned how your company functions and how to tell whether it's successfully growing and generating profit. What you've learned in your training is just the foundation. Now it's time to practice and strengthen your new skills. To get started, continue through this lesson to access all the trainings.

## 1. Schedule a Review

You've set the stage for a conversation you should have with your manager. In this meeting, share what you learned in class and discuss how your action item aligns with your company's current strategy.

## 2. Complete the Acumen in Action Lessons

Each online lesson can be completed in 10-15 minutes – you can easily do them as part of a weekly team meeting or as part of a monthly lunch and learn. Print out this checklist to keep track of your progress.



### #1: SEEING THE BIG PICTURE®

Be the type of employee that management can't imagine running the business without.



### #2: BUILDING BUSINESS ACUMEN®

Sharpen your business acumen to cut through the complexities of your business.



### #3: CASH

Teach your team the importance of cash and then discuss how your team impacts the cash driver.



### #4: PROFIT

Motivate your team to grow profits with a renewed focus on increasing sales and/or decreasing costs.



### #5: ASSETS

Explore ways your team can become more efficient and productive to improve asset utilization.



### #6: GROWTH

Understand your company's growth initiatives – how to support them and how to impact them.



### #7: PEOPLE – EXTERNAL CUSTOMERS

Learn to meet and exceed your customers' expectations by anticipating their needs.



### #8: PEOPLE – INTERNAL CUSTOMERS

Strive to do the right thing – set a goal to provide exceptional service to your colleagues.



### #9: MAKING A DIFFERENCE

Recognize that every role matters and how seemingly small decisions can impact performance in big ways.



### #10: COMPETING TO WIN

Go beyond adequate to exceptional when it comes to fighting for customers and beating the competition.



### #11: INNOVATING TO WIN

Develop a winning team who's not afraid to take on changes, risks, and new ways of thinking and doing.



### #12: PARTNERING TO WIN

Recognize that every role matters and how seemingly small decisions can impact performance in big ways.

## 3. Continue Building Your Business Acumen

Check into your dashboard regularly to watch labs or use the job aids as you continue your training. Be sure to meet with your accountability partner on a regular basis.