

Welcome to ASTD's Business Essentials Certificate Program

Course Objectives

This workshop expands participants' understanding of three key business drivers: strategic planning, financial management, and marketing. By understanding these business concepts, training professionals can effectively align learning with business strategies and achieve a greater impact on business results. By the end of this three-day workshop, participants will

- Understand and analyze key strategic concepts and models.
- Improve ability to align your objectives with key departmental and organizational strategies and goals.
- Learn to balance day-to-day fire fighting with long-term strategic thinking.
- Apply strategic thinking to develop and champion ideas that maximize organizational growth.
- Have increased comfort level with finance by gaining a business person's view of the balance sheet, income statement, and statement of cash flow.
- Understand how financial analysis can help communicate the financial cost and impact of training programs, and how training investment compares with other capital investments.
- Gain an understanding of how to identify and assess internal and external customer needs to leverage opportunities in the marketplace.
- Acquire a set of marketing tools to use when working with business partners. Understand and analyze key strategic concepts and models.

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