

Business Acumen Development Programs™



d2 Business Performance Group

... It's your performance that counts

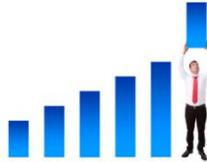
Growth?



Decline?

- *Are your leaders/teams predisposed to make decisions that drive value?*
- *Are their behaviors aligned with your organization's strategy and culture?*
- *Will the decisions lead to growth, stagnation or decline?*

In order for a company to achieve its highest potential they must



recognize that no matter how good their tools, no matter how refined their processes, it's the decisions of their leaders that drive business value!!

It must also be recognized that decisions are **NOT** made totally rationally but rather based on a mixture of both rational and **irrational** behaviors.

Traditionally, companies focus on implementations of "interventions" (i.e. processes, tools, strategy, culture, etc.) intended to assist their employees to make **rational** decisions that maximize value. These interventions do not address a leader's innate (irrational) behavioral characteristics that may in fact lead to poor decisions and could lead a company into decline.

Business Acumen is the knowledge, ability and **behavioral propensity** to create capital, and increase the valuation of a company. The most effective companies have leaders at all levels with strong business acumen and their organizations are tuned to the strengths of their staff. For this to be most successful, the individuals need to be self-aware of their behavioral tendencies and leadership needs to be aware of the relationships between individuals in order to best

structure the organization and implement initiatives that take advantage of these behavioral tendencies.

Business Acumen Model

Our Business Acumen Model is based on decades of research and concepts developed by the Perth Leadership Institute and academic research in Behavioral Finance/Economics, including works of contributors such as Nobel Laureate Dr. Daniel Kahneman (the "Father" of Behavioral Economics).

The model provides a high level overview of the behaviors and biases that influence decisions. These factors can be measured, and unlike other behavioral assessments, enable us to predict how individuals and teams will make decisions and **contribute to company value**.

Business Acumen Development Program™

Our programs start with an assessment of leadership, teams and the company to identify Financial Signatures/Mission. We provide training to the team in regard to the concept of Business Acumen Development and to provide an awareness of how their behaviors impact their decisions. We will provide individual and/or team coaching to help individuals/teams "adjust" their Financial Mission to align to the company's valuation target.



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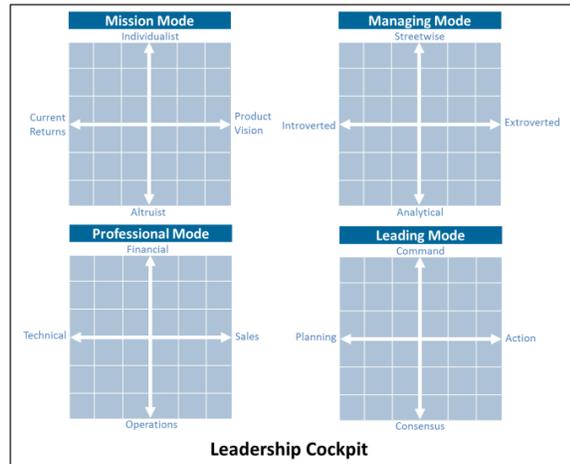
Business Acumen Model



Additionally, we will support a company to develop alignment initiatives (cost savings initiatives, strategy development, innovation initiatives, organizational tuning, etc.) to realize higher performance. We also firmly believe that all companies benefit from a formal program for setting objectives, collecting metrics and measures, and periodic reporting against these metrics. We will work with the company to implement a program or integrate into their existing program (i.e. Balanced Scorecard) to set success objectives and measure their progress.

Assessment Results

All assessments result in a formal detailed report or set of reports that provide a wealth of information to both individuals and leadership. This includes a detailed explanation of the assessment findings as well as recommendations for improvement. Two key tools are the Leadership Cockpit and the Financial Signature Cockpit. The Leadership Cockpit provides a



structure for graphically depicting an individual's and a team's Leadership Outcome Type. It shows participants how their business personality and behaviors impact operational outcomes on a number of axes including sales, product development, marketing, finance and operations.

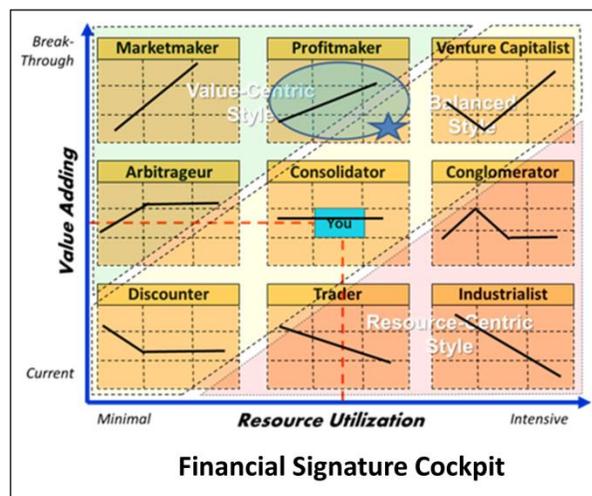
The Financial Signature Cockpit enables us to plot an individual's, a team and/or company's Financial Signature and their Financial Mission against 9 distinct Financial Signatures. Each of these

signatures depicts an individual's propensity to "add value" and to "utilize resources." Once again, an individual's Financial Signature is their "innate" behavioral tendency. That means that without some intervention or correction, this characteristic would drive all of their decisions.

Conclusion

So can you answer these simple questions for you and your company?

- Are your leaders/teams predisposed to make decisions that drive value?
- Are their behaviors aligned with your organization's strategy and culture?
- Will the decisions lead to growth, stagnation or decline?



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