

Haniel

MEASURE.  
UNDERSTAND.  
MANAGE.

Business

Acumen

# FINANCE FOR NON-FINANCIALS



Developing business acumen is becoming increasingly important for all employees, not just leaders. Understanding the inner workings of the business world, the dynamics of the industry, and the implications of financial decisions can greatly enhance one's ability to contribute to a company's success. A strong business acumen allows employees and leaders alike to make better decisions, anticipate potential risks and opportunities, and drive strategic objectives.

The 'Haniel Business Acumen' program is designed to equip participants with this essential skill. This comprehensive training will demystify the specific language and business metrics used within the Haniel Group, as well as general business terms. By bridging the gap between finance and non-financial aspects of business, participants will gain a solid understanding of key metrics such as Total Shareholder Return (TSR) and Future Worth Living (FWL) score, which are integral to the Haniel Group. Furthermore, the program will also shed light on general metrics such as cash, margin, velocity, and growth.

Regardless of your role or function within the company, the 'Haniel Business Acumen' program can provide invaluable insights that can directly influence business outcomes. Whether you are in sales, marketing, operations, or any other department, understanding the financial implications of your decisions can lead to improved performance, increased efficiency, and ultimately, a more successful and sustainable business.

By fostering a deeper understanding of business operations and financial metrics, the Haniel Business Acumen program empowers every member of the team to contribute more effectively to the company's success. With this knowledge, you can not only understand the 'what' and the 'how' of business decisions, but also the 'why', providing a solid foundation for strategic decision making and leadership.

Join us in the Haniel Business Acumen program and equip yourself with the skills and knowledge to drive business outcomes and contribute to the future success of the Haniel Group.





# WHAT IT'S ALL ABOUT

## TARGET GROUP

Everyone who seeks to understand the fundamentals of business operations, improve decision-making skills, and simply work with greater clarity on KPIs used across the Haniel Group.

## LEARNER'S OBJECTIVES

- Understand business fundamentals, explore general and Haniel specific business metrics and find out how individuals can affect them in their daily work
- Understand and experience the importance of cash, margin, velocity, and growth to drive business success
- Unravel the Health of Business metrics, used across the Haniel-Group
- Learn how to influence these metrics, both positively and negatively

## FORMAT

1-day training, onsite in the Enkelfähig Academy. The training will be provided with finance experts from the Haniel organization. Option to customize to local situation in partnership with local finance team is available on request.

## LANGUAGE

English initially, German following later



# HOW IT IS ORGANIZED



## Registration Process

There is two ways how you can run this program:

### Open Program

Are you an individual and simply want to sign up for the training, while learning together with others from the Haniel Group? Please register by filling out the form on our website [registration-haniel-business-acumen](https://www.haniel.de/registration-haniel-business-acumen).

### Customized Program

Are you interested to run this program with your team or in your function/area? That makes total sense – all you need to do is contact us and we'll find the right format and time for the training!

## Dates and Time

We have scheduled one training for the first half of the year. If there is more demand, we can add further dates. The program will start at 9 am on the first day and end at 5 pm (CET) on the last day.



11.06.2024, Duisburg

## Costs

300 € net program costs per participant (plus board and lodging).

## Contact Persons



### Nomination & Organization

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### Program Facilitators

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## Do you want to become a facilitator?

The train the trainer process allows teams and departments to deliver the learning to entire audience, in the language you want, at the cost you can afford, with the level of customisation that suits your team, department, division or organisation. If you want to become a facilitator, please reach out to us!

## Train-the-Trainer Process



1. Attend the program as a participant
2. Review trainer notes and facilitator videos and support content
3. Attend a train the trainer process, virtual or face to face
4. Deliver first program with coaching.
5. Review feedback and agree on next steps with you coach
6. Annual training review to maintain train the trainer status.

