

WEBEX Web Conference

Tuesday, July 13, 2010
9:30-10:30 AM CT/ 10:30-11:30 AM ET

BEYOND FINANCIAL LITERACY: THE IMPORTANCE OF BUSINESS ACUMEN FOR EMERGING LEADERS

FEATURING:

Lisa McKenzie from Paradigm Learning,
www.paradigmlearning.com and
Rob Denton from CenterPoint Energy,
www.centerpointenergy.com

TARGET AUDIENCE: All Employees

PROGRAM OVERVIEW:

Every day organizations make tough decisions about pricing, product development, capital investments and more. Because people are the link between a company's objectives and its success, financial literacy and business acumen of employees and managers are crucial to achieving financial and strategic goals.

PARTICIPANTS WILL BE ABLE TO:

- Define the difference between financial literacy and business acumen and how this relates to business alignment.
- Recognize and use some key financial terms and measurements.
- Understand the impact of unbudgeted expenses on an organization's profitability.
- Understand why business acumen is important at CenterPoint Energy.
- Recognize 5 key ways that business acumen training can help an organization survive during tough economic times.