



Consulting and Training | Reach New Heights

Course Name

Commercial Mindset

Sector Name

Finance, Accounting and Banking

Document Type

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Commercial Mindset

Course Introduction

Cambridge Business English Dictionary defines commercial awareness as **“the knowledge of how businesses make money, what customers want, and what problems there are in a particular area of business.”**

This training course is designed to provide participants with the relevant concepts related to a commercial mindset, such as the tools to make commercially focused decisions, focusing on the critical business issues that affect, and understanding why certain decisions are made from a commercial viewpoint.

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Commercial Mindset

Target Audience

- ✓ Senior Executives & Business Leaders
- ✓ Sales & Business Development Teams
- ✓ Product Managers
- ✓ Finance & Strategy Professionals
- ✓ Risk & Compliance Officers
- ✓ Marketing & Customer Experience Teams
- ✓ Operations & Process Improvement Teams

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Learning Objectives

- ✓ Gain a comprehensive understanding of what commercial mindset is.
- ✓ Obtain an in-depth knowledge of the market you operate in and identify future business opportunities
- ✓ Know how commercial matters impact an organization.
- ✓ Recognize how internal and external events impact a business
- ✓ Determine who the key stakeholders in the business are and how to influence them
- ✓ Use a range of tools to make commercially focused decisions and arguments

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Commercial Mindset

Course Outline

✓ Day 01

What is Commercial Mindset?

- ✓ What does the term commercial mindset mean
- ✓ Why do you need to have a more commercial mindset
- ✓ What is strategic thinking, and how does it fit in with a commercial mindset
- ✓ Understanding your business's commercial and strategic plans

What Impacts Your Business

- ✓ What are the internal and external factors that currently/will in the future impact your business?
- ✓ What impact will they have
- ✓ Using SWOT and PESTLE analysis to identify the above

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Course Outline

✓ Day 02

Understanding the Marketplace

- ✓ Looking at the market place you operate in and the competition
- ✓ How your competition affects your business
- ✓ Porter's 5 Forces model to understand the business environment

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Course Outline

✓ Day 03

Strategic Focus, Thinking and Decision Making

- ✓ What are the things you should be working on and what should be left alone
- ✓ How to make the decisions above with a strategic and commercial focus
- ✓ Understand why decisions are made and why some get the green light and others don't
- ✓ How to develop a strong commercial argument

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Course Outline

✓ Day 04

Knowing Your Customers

- ✓ Who are your customers (internal and external)
- ✓ How do they influence your decisions
- ✓ How do your decisions impact on them
- ✓ How could you be providing a better service to them whilst still remaining commercially focused

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Course Outline

✓ Day 05

Stakeholders

- ✓ How are the key decision makers in your business
- ✓ How do they impact on you, your job, your customers and your decisions
- ✓ How to influence stakeholders to stand a better chance of getting the green light for your ideas

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 14, 2026	Sept. 18, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 9, 2026	Nov. 13, 2026	5 days	4950.00 \$	France , Paris
June 7, 2026	June 11, 2026	5 days	4250.00 \$	KSA , Riyadh
March 29, 2027	April 2, 2027	5 days	4250.00 \$	UAE , Dubai

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