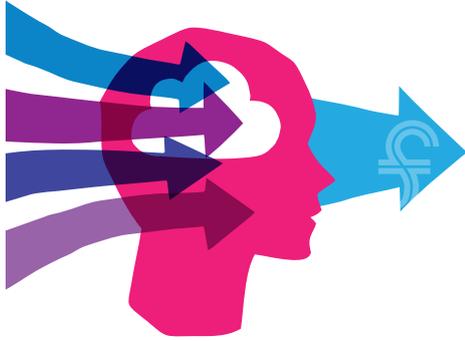


Commercial Thinking



A guest entrepreneur tells a personal commercial success story which inspires and motivates your managers to think and act more commercially. Add to this tools, techniques and commercial behaviours and they are equipped and ready to deliver more commercial outcomes for your business

A two-day workshop for up to 12 delegates

This unique workshop is co-facilitated by a senior consultant with commercial retail experience and expertise, and a guest entrepreneur with a proven track record of improving business profitability

Delegates are inspired and engaged with our entrepreneur's real-life commercial success story which demonstrates commercial thinking to deliver:

- Improved margin
- Increased sales
- A rejuvenated and expanded core offer
- Increased brand prominence

Add to this principles, practices, tools and approaches that develop commercial thinking competence and confidence, and delegates become motivated to 'try and apply' new ways of thinking commercially. Practice opportunities culminate on day two when managers use a current and personal business opportunity to think more commercially and make a greater contribution to your business results

Workshop objectives

This workshop helps delegates to:

- Understand what it means to think commercially and why it's important
- Become inspired and motivated to take and make commercial opportunities
- Apply a five dimensional framework to optimise thinking and decision making
- Use a variety of thinking and decision making tools which enable imaginative ideas and considered decisions
- Approach risk taking with more confidence and consideration
- Define tangible actions to think more commercially in the future

Business benefits

- Managers take greater ownership and responsibility for their contribution to commercial results
- Managers become more effective and efficient in their commercial thinking
- A greater level of commercial awareness at business, industry and economic level helps managers to deliver business strategy
- Quality of commercial thinking and decision making is improved
- Using live personal commercial opportunities within the workshop means that learning is put to work instantly to make a difference

Audience

This workshop is suitable for managers or senior decision makers from any type of organisation within any sector. It is equally effective as a stand-alone session or within a management or leadership development programme.

"I wanted to understand what thinking commercially really means, and to find ways and tools to improve my commercial thinking. This was delivered in spades"

Area manager

"The real life story was very inspiring and helped me to see what I do with a fresh perspective"

Branch manager

To book or for further details and prices please contact: **Email** enquiries@firstfriday.biz **Phone** 01494 867106

First Friday is a leading provider of training & development and change management services with a portfolio of 100+ clients across the UK, Europe and South Africa. Our team is unique; we are all ex-retailers which our clients say sets us apart from others. Every day we work with world-class businesses using our retail and commercial expertise to make a difference and add value.

Workshop content and structure

KEY SESSION CONTENT	PURPOSE OF SESSION	BENEFIT OF SESSION
<p>Introduction to commercial thinking</p> <ul style="list-style-type: none"> • What commercial thinking means in principle and practice • Why it's important and how it relates to business and personal success 	<ul style="list-style-type: none"> • Provide a common understanding of what commercial thinking is to businesses and managers • Explore how managers and retailers are thinking commercially today strategically and tactically 	<ul style="list-style-type: none"> • With a deeper appreciation of the impact of their thinking and action delegates are likely to take greater personal ownership for their contribution to commercial business results
<p>A commercial success story</p> <ul style="list-style-type: none"> • Share a commercial success story of working with challenges and limitations to deliver: • Increased sales and reduced costs • A refreshed and expanded core offer • Increased brand prominence 	<ul style="list-style-type: none"> • Explore and understand profit levers • Engage and motivate managers to think more commercially in their role • Share a set of commercial thinking guiding principles • Explore the forces which affect our ability and capacity to think commercially 	<ul style="list-style-type: none"> • Delegates are inspired to think differently as they can relate key aspects of the story to their challenges and limitations • Delegates can use the principles to guide them in their day-to-day work activities and situations
<p>Introducing 'The 5D Thinking Framework'</p> <p>Define</p> <ul style="list-style-type: none"> • Clarity on the opportunity, issue or required commercial outcome <p>Data</p> <ul style="list-style-type: none"> • Understand the 'what, what and how' of gathering data <p>Diagnose</p> <ul style="list-style-type: none"> • Analyse the data to identify issues, opportunities and gain insights <p>Develop</p> <ul style="list-style-type: none"> • Develop ideas and options to deliver the required outcome <p>Decide</p> <ul style="list-style-type: none"> • Weigh up ideas and options to determine action 	<ul style="list-style-type: none"> • Demonstrate how applying structure to thinking affects the likelihood of success • Emphasise the role and importance of each of the 5Ds in the context of thinking commercially • Share best practice, tips, techniques, and practical applications across each of the 5Ds 	<ul style="list-style-type: none"> • Delegates can apply structure to their thinking making it easier to create personal success strategies • Thinking becomes more effective and efficient which supports confidence and consistency • Delegates can use the framework flexibly (either in part or as a whole) to benefit their thinking in multiple situations and applications
<p>Case study exercise</p> <ul style="list-style-type: none"> • Explore commercial opportunities within a real business case study 	<ul style="list-style-type: none"> • Practice using the thinking framework and the principles of commercial thinking 	<ul style="list-style-type: none"> • Delegates can generate more and new ideas and approaches to making commercial recommendations and decisions
<p>Commercial awareness</p> <ul style="list-style-type: none"> • What commercial awareness means, and how to develop it both internally and externally 	<ul style="list-style-type: none"> • Explore the 'what, why, where and how' of building commercial awareness • Identify opportunities and best practice to develop commercial awareness 	<ul style="list-style-type: none"> • Delegates become more business, market, industry and economically aware which helps them make more informed and timely commercial decisions
<p>Thinking and decision making tools</p> <ul style="list-style-type: none"> • Introduce a variety of creative and structured thinking and decision making tools • Align the tools to each stage of the thinking framework 	<ul style="list-style-type: none"> • Provide tools and techniques that support different steps within the thinking framework • Compare and contrast the tools and explain how to decide which ones to use for what purpose 	<ul style="list-style-type: none"> • Delegates can generate more varied and creative ideas • Delegates are likely to consider more business factors which impact commercial results • Delegates are more agile and adaptable with their thinking in different situations
<p>Real life business issue exercise</p> <ul style="list-style-type: none"> • Explore commercial opportunities within a current and relevant real business opportunity or issue 	<ul style="list-style-type: none"> • Practise using the thinking framework and tools in a real life situation to enable new thinking and ideas • Reflect upon personal strengths, weaknesses and preferences to develop new habits and best practice 	<ul style="list-style-type: none"> • Delegates are motivated to apply learning and know-how as it relates to them making real decisions that benefit the business commercially • Delegates become more self-aware and can adapt their thinking to self-improve

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