

Know the Business (KTB)

Accelerating your business acumen

"Brings to light the reasons for some of the decisions our leadership makes and how it relates to the bottom line"

"Improved my business financial skills and understanding on how the various parts of an overall business model can affect multiple areas."



Our point of view

The speed of business is accelerating. In an age of constant innovation, knowing yesterday's best practices is no longer enough. Business and financial acumen must become more agile and strategic to meet the pace of tomorrow's professional growth and development.

In a world where information is everywhere, learning must be targeted, personalized and mobile.

When the world's leading companies need to ramp up their people's business and financial skills fast, they turn to our **Know the Business** series. Designed to drive financial understanding by combining finance-related topics and engaging multimedia elements with patented BTS expertise, Know the Business enables all users to make **sound business decisions that drive bottom line results.**

How we can help you

- Best-in-class interactive design, animations, and multimedia elements that **ensure user engagement**
- Multiple **options for accesibility** (mobile, tablet, PC)
- Learning design that builds capabilities, increases on-the-job performance, and **adds long-term value**
- Available as a standard solution, or customizable **AND** can be either used as a **stand-alone course** or **integrated into a journey**



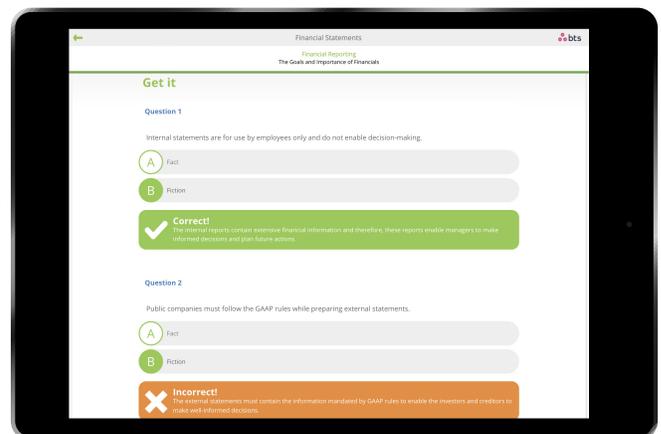
Implementation

Our new edition is **learner driven**. Users can either follow a recommended path through the content or **create a journey of their own** based on their individual and organizational needs. Featuring interactive exercises and multimedia examples, KTB enables users to **freely explore the interrelationships** between financial concepts (such as revenue, profit and the cash cycle) by searching for key topics or following expert recommendations and engaging in targeted learning activities.

Pre-assessments can augment learning, enabling the solution to autosuggest learning paths based on an individual's preference, skill level and interest. The connected, modular nature of Know the Business **supports continuous content updates and improvements** – enabling the system to integrate up-to-date market information and the financial best-practices that are most relevant to your organization. Similarly, the program can be **customized** with content created for specific sections according to **identified client and industry-specific needs**.

Module examples

- Financial Reporting
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Financial Relationships
- Key Ratio Analysis



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BTS is a global professional services firm that partners with clients to enable strategy execution. We provide the skills, tools, and knowledge so people understand how their daily work impacts business results. We are experts in behavior change, care deeply about delivering results, and inspire people do the best work of their lives.

It's strategy made personal.

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