



ONE DAY MBA: MASTERING THE FUNDAMENTALS OF  
BUSINESS LEADERSHIP  
with Dr. Noah Barsky  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## ONE DAY MBA: MASTERING THE FUNDAMENTALS OF BUSINESS LEADERSHIP

Digital era success requires strategic insight and a broad business perspective. Yet, many leaders find themselves and their teams challenged when workplace expectations stretch beyond functional expertise. Even with abundant data, many still grapple to identify and really understand their company's strategic aims, competitive landscape, business processes and most important business metrics.

Learn how tools and techniques from leading global MBA programs can help to better communicate strategy, assess financial performance, manage risk and strengthen performance accountability. This three-hour session guides participants on how to enhance their leadership influence by connecting strategic priorities, financial realities and performance expectations and illustrates how business acumen can spark curiosity, build a success culture and spur breakthrough career achievement.

### DR. NOAH BARSKY

Noah Barsky, PhD is an award-winning professor in Graduate and Executive business programs at the Villanova University School of Business. He has also taught with the Institute for Management Studies since 2001. Dr. Barsky develops and delivers executive education programs for various Fortune 100 companies, professional services firms and industry associations. His seminars challenge audiences to think differently and are well remembered for their lasting value. Dr. Barsky has also authored five books and over 100 articles in various academic and professional forums, including Forbes, The Economist, ReWorked, The Cutter Business Technology Journal and Advances in Business Education and Training.

# TOPICS COVERED

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## BUSINESS STRATEGY

HOW DO MISSION, VISION AND STRATEGY DIFFER?  
STRATEGIC CLARITY AND LASTING COMPETITIVE ADVANTAGE  
HOW TO PARTICIPATE IN STRATEGICALLY RELEVANT INITIATIVES

## FINANCIAL ACUMEN

FINANCIAL STATEMENT BASICS AND DIFFERENCE-MAKING INSIGHTS  
MAKING SENSE OF EVERYDAY BUDGETS AND FINANCIAL REPORTS  
BETTER COMMUNICATING SPENDING NEEDS AND EXPECTATIONS

## DECISION MAKING / PROBLEM SOLVING

IDENTIFYING AND LEVERAGING KEY METRICS FOR SUCCESS: FOCUS ON THE METRICS THAT TRULY MATTER TO MEASURE THE EFFECTIVENESS OF DECISIONS AND ENSURE SUSTAINED SUCCESS  
DISTINGUISH BETWEEN USEFUL INFORMATION AND NOISE TO MAKE MORE INFORMED AND IMPACTFUL DECISIONS  
DEVELOP A "KNOW DECISION-KNOW OUTCOME" MINDSET THAT HIGHLIGHTS THE RELATIONSHIP BETWEEN CALCULATED RISKS AND POTENTIAL REWARDS  
PROMOTE AN ENVIRONMENT THAT ENCOURAGES EXPERIMENTATION AND INNOVATION WHILE MAINTAINING A STRUCTURED APPROACH TO RISK

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