



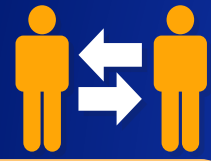
BUILDING BETTER BUSINESS ACUMEN

Only **7%** of employees fully understand their company's business strategies and what's expected of them in order to help achieve company goals.

Source: Harvard Business Review (HBR)

Align personal and departmental goals with the organization's financial objectives and strategies.

Business Acumen Skills



Use relevant financial data and analysis in day-to-day decision making.



Use financial terminology and concepts in discussions with others, including team members.



Fun

In his bestseller, *The Gamification of Learning and Instruction*, gamification expert and Instructional Designer Karl Kapp argues that traditional eLearning bores people who grew up playing video games.

Gamification doesn't have to be siloed eLearning. Group-based games and activities encourage socialization, while maintaining high knowledge retention rates.

Learning Objectives

Clearly defined learning objectives, that focus on the organization's well-being, will empower learners to:

- Demonstrate personal understanding of company terms, concepts, and goals
- Ask informed questions about financial and strategic issues when acting on the job

LEARNING PYRAMID

Source: National Training Laboratories



Learning Modes

Focusing on the most effective modes of learning ensure that an organization is getting the most value out of their learning and development time and money.

After one hour, people retain less than half of the information presented.

After one day, people forget more than 70 percent of what was taught in training.

After six days, people forget 75 percent of the information in their training.

Source: Sense and Sensation

See how Paradigm Learning tackles business acumen training with **Zodiak®: The Game of Business Finance and Strategy.**

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