

# Establishing a Business Mindset

## Learn how to:

- Apply business acumen to realize professional and personal potential
- Use ESI's Mindset Model as a framework for approaching current work and setting future goals
- Enhance your contributions to the organization
- Adapt to changing variables in a typical business environment
- Develop your skills in alignment with your personal and professional goals

## ACE CREDIT recommendation:

Undergraduate: 2 credit hours

PDU: 22.5

CEUs: 2.2

CPE credits: 27



Public and on-site delivery available under GS-02F-0058P.

Expert knowledge is prized in today's business environment. Without it, businesses cannot compete in the global marketplace. But in today's business world, deep technical knowledge is not enough—especially as you move up the ranks. Your technical knowledge must be complemented by business acumen—general knowledge of the “rules of engagement” in business.

This course helps professionals develop and apply holistic solutions to business issues. You will learn to leverage variables related to the business environment, business thinking, business interactions, and business outcomes for project, organizational, personal and professional success.

The course allows you to practice analyzing business situations and applying new skills to common business issues. You will also assess yourself against a set of core competencies to determine which skills you want to strengthen to support your professional development. And, you'll create a plan to realize those goals.

In *Establishing a Business Mindset*, you will discover the value and impact of business acumen and how you can apply it to achieve greater success. You'll learn to apply ESI's practical Mindset Model for interpreting different business situations, identifying goals, communicating effectively, and leveraging a variety of business “influencers.” You'll also be introduced to common metrics used to measure business success. You'll walk away with a firm grasp of what you must be aware of to be successful in business, as well as a plan for your professional development.

## Course Topics

- 1. The Mindset Model**
  - a. Strategic perspective
  - b. Operational perspective
  - c. Interpersonal perspective
  - d. Personal perspective
  - e. Influences within the Mindset Model
  - f. The dynamic model
- 2. The Strategic Perspective**
  - a. Strategic influences
  - b. Identify vision
  - c. Determine your strategy
  - d. Identify and analyze stakeholders
  - e. Set goals and objectives
- 3. The Operational Perspective**
  - a. Operational influences
  - b. ESI's Operational Framework (OPF)
    - Products and services
    - HR/training
    - Marketing/Sales
    - Customer service
    - Supply Chain Management
    - Finance/budgeting
  - c. Basic change processes
- 4. The Interpersonal Perspective**
  - a. Interpersonal influences
  - b. Structuring communications
  - c. Communication and virtual teams
  - d. Coaching and mentoring
  - e. Giving and receiving feedback
  - f. Effective learning
  - g. Conflict and conflict management
  - h. Cultural conflicts
- 5. The Personal Perspective**
  - a. Personal influences
  - b. Organizational culture
  - c. Business etiquette and politics
  - d. Linguistic considerations
  - e. Gender, ethnicity and class roles
  - f. Critical thinking
  - g. Career track preferences