



Finance, Accounting and Banking

Commercial Mindset

Course Introduction

Cambridge Business English Dictionary defines commercial awareness as, “the knowledge of how businesses make money, what customers want, and what problems there are in a particular area of business.”

This training course is designed to provide participants with the relevant concepts related to commercial mindset such as the tools to make commercially focused decisions, focusing on the critical business issues that affect, and understanding why certain decisions are made from a commercial viewpoint.

Target Audience

- Senior Executives & Business Leaders
- Sales & Business Development Teams
- Product Managers
- Finance & Strategy Professionals
- Risk & Compliance Officers
- Marketing & Customer Experience Teams
- Operations & Process Improvement Teams

Learning Objectives

- Gain a comprehensive understanding of what commercial mindset is.
- Obtain an in-depth knowledge of the market you operate in and identify future business opportunities
- Know how commercial matters impact an organization.
- Recognize how internal and external events impact a business
- Determine who the key stakeholders in the business are and how to influence them

- Use a range of tools to make commercially focused decisions and arguments

Course Outline

• Day 01

What is Commercial Mindset?

- What does the term commercial mindset mean
- Why do you need to have more commercial mindset
- What is strategic thinking and how does it fit in with commercial mindset
- Understanding your businesses commercial and strategic plans

What Impacts Your Business

- What are the internal and external factors that currently/will in future impact your business
- What impact will they have
- Using SWOT and PESTLE analysis to identify the above

• Day 02

Understanding the Marketplace

- Looking at the market place you operate in and the competition
- How your competition affects your business
- Porter's 5 Forces model to understand the business environment

• Day 03

Strategic Focus, Thinking and Decision Making

- What are the things you should be working on and what should be left alone
- How to make the decisions above with a strategic and commercial focus
- Understand why decisions are made and why some get the green light and others don't
- How to develop a strong commercial argument

• Day 04

Knowing Your Customers

- Who are your customers (internal and external)

- How do they influence your decisions
- How do your decisions impact on them
- How could you be providing a better service to them whilst still remaining commercially focused

• **Day 05**

Stakeholders

- How are the key decision makers in your business
- How do they impact on you, your job, your customers and your decisions
- How to influence stakeholders to stand a better chance of getting the green light for your ideas

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 8, 2025	Sept. 12, 2025	5 days	4250.00 \$	UAE - Dubai
July 13, 2025	July 17, 2025	5 days	4250.00 \$	KSA - Riyadh
Nov. 3, 2025	Nov. 7, 2025	5 days	4950.00 \$	France - Paris