XCELERATE TRAINING INSTITUTE
your learning & development partner

LEADERSHIP AND MANAGEMENT

Business Fundamentals Training Course

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
26 – 30 Apr 2027	Live online	Online (live)	**€1,200**
3 – 7 May 2027	London	Classroom	**€4,800**
4 – 8 Oct 2027	Live online	Online (live)	**€1,200**

Register or ask a question

Online: x8ti.com/course/business-fundamentals-training-course/

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Business Fundamentals Training Course

Introduction

What are the Business Fundamentals? Business Fundamentals are the basic skills essential to addressing the different aspects of running an organization. This involves understanding of broad and generic business structures and functions that apply to any organization. A fundamental understanding of the business is key to effective architecture.

How do you learn the Fundamentals of Business? Whether you're just commencing a business, or you've been in business for a long time, in can be easy to get overwhelmed by all the different areas of your business. Going back to basics, and reviewing all the different aspects of your business, can help you feel less overwhelmed and see the wood for the trees.

You are the first Business Fundamental – the Business Owner. This can often surprise people. Why are you the very first part of your business to review? For habits (good or bad) start at the top and trickle down. If you're living in chaos and not handling your time well, chances are the team will be struggling too.

Fundamental systems to have in place for Business Owners/Managers involve: Good calendar management, Task and project management and Great health habits. In short, starting and running a business requires a great deal of business proficiency and experience across six functional areas: accounting, finance, operations, human resources management, marketing and strategy.

This Xcelerate Training Institute course will consequently succinctly equip you with personal leadership skills to inspire others and a clear ability to cultivate a vision for your subordinates.

Learning Objectives

- Recognize and identify the integral components that form the initial departure point in the establishment of a successful business
- It will also encourage insight into maintaining personal responsibility for high ethical standards in your organization
- Discover how to assimilate valuable characteristics, practices, traits and attributes into the organizational culture thus engendering the cultivation of a mutually consensual employee-driven value system
- Learn and practice how to consistently and constructively sustain the entrenchment of business fundamentals in all employees in the organization thus ensuring delivery of your organization's primary objectives
- Recognize how to spot and avoid common errors when reviewing existing business fundamentals in your organization
- Acquire an understanding of the principles, procedure and protocol pertaining to the implementation of Business Fundamentals, including its potential and impact
- Display knowledge and understanding of the main sources of business fundamentals and how it is used to streamline organizational efficiency and simultaneously optimize value extraction
- Identify and critically evaluate the main weaknesses of procedure and protocol pertaining to current

business fundamentals practiced in your organization
- Understand the practical impact of applying business fundamentals in your organization
- Understand the roles, functions and responsibilities of various actors, organizations, and institutions in the Business Fundamentals genre

Training Methodology

- Presentation
- Assignments
- Case Studies & Functional Exercises
- Questionnaires

Benefits for Your Organisation

- Benefit from enhancing your business fundamental skills and qualities in as far as it bears applicability to retention of consistent organizational synergy for your organization
- Learn how to integrate mutually consensual employee driven values into the organizational culture to facilitate the attainment of your organization's core purpose, values, mission and vision
- Focus and direct your efforts on cultivating and entrenching business fundamentals in all components of your organization
- Improve productivity by ensuring the retention of business fundamental attributes and values so that employees appreciate honesty and transparency in decision making
- Achieve improved synergy in the organization thus elevating employee morale and increasing productivity
- Critically conduct a gap analysis and performance audit of your organizational capacity to detect the path to sustaining business fundamentals for all employees within the organization

Benefits for You

- Improve your performance through higher efficiency and greater worker productivity by being aware of the implications and extracted sustainable value emanating from effective compliance with expounded business fundamentals and principles
- Engage in constructive discussions pertaining to the topic thus resulting in improved organizational capacity and overall communication
- Contextualize and assimilate a practical understanding of the impact of applying business fundamentals in your organization
- Display knowledge and understanding of the main principles pertaining to the application of business fundamentals
- Understand the roles, functions and responsibilities of various actors, organizations, and institutions in the implementation of business fundamentals
- Identify and critically evaluate the main weaknesses of existing business fundamentals, processes and procedures within your organization
- Get an opportunity to work through hands-on role-plays and case studies in detail to gain the skills needed to effectively utilize business fundamentals, processes and procedures in your organization

Who Should Attend

- All business owners, potential and prospective business owners
- All individuals whose responsibilities include the initial preparation for the establishment of a business and all activities pertaining to process improvement

Course Outline

THE BUSINESS OWNER

- Habits
- Lifestyle
- Qualities
- Time Management
- Productivity
- Setting your Strategy
- Building your Business

YOUR GOALS AND PLANNING

- Business Growth
- Business Plan
- Purpose
- Offering
- Product Details
- Ideal Customer/Target Group

YOUR BUSINESS FINANCES

- Business Financial Systems
- Sales/Cash-flow Systems
- Book-keeping systems
- Asset Management
- Measuring and Reporting
- Financial Compliance

OPERATIONAL SYSTEMS AND PROCESSES

- Customer Management
- Information Management
- Team and Client Communication
- Sales and job tracking
- Tracking your Marketing
- Aligning systems and processes

YOUR TEAM

- Team Performance
- Team Appreciation

- Business Compliance
- Team Roles
- Key Performance Indicators
- Team Climate
- Team Personalities

THE BRAND

- Brand Consistency
- Brand Recognition
- Corporate Values
- Customer Experience
- Corporate Communication
- Product/Service Quality
- Logo Consistency
- Website messaging
- Brand style guide

SALES AND MARKETING PLANS

- Overall Promotion
- Overall Marketing Plan
- Social Media Marketing Plan
- Sales Funnels
- Targeted Revenue
- Specific Brand Awareness
- Subliminal Marketing

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Registration Form

Business Fundamentals Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

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Payment

☐ Please invoice me ☐ Please invoice my company

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Email this form
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Register online
Open the course page