In 2002, Kevin Cope founded Acumen Learning, the leader in business acumen training, and has since delivered courses in more than thirty countries to more than sixty thousand people. For over twenty-five years, Kevin has promoted the idea that the brightest minds in business understand the essence of how a company makes money and use this knowledge to impact the bottom line.

Kevin Cope is not only a successful executive, he is also the author of the best selling book “Seeing the Big Picture”, and a sought-after keynote speaker. For over twenty-five years, Kevin has promoted the idea that the brightest minds in business understand the essence of how a company makes money and use this knowledge to drive their decisions. In other words, they have strong business acumen.

Recognizing that business acumen is about seeing the big picture and not just about financial literacy, Kevin founded Acumen Learning in 2002, a training company that has gone on to teach Kevin’s 5 Drivers business model to some of the world’s most respected and profitable companies including 16 of the Fortune 50. Kevin’s specialty is teaching employees and leaders how to speak the language of business as fluently as they speak the language of their department or function. Kevin believes that businesspeople who are able to “see the big picture” will consistently make smarter, faster, and more profitable business decisions – the type of decisions that will build an individual’s credibility, career, and company.

Please visit www.seeingthebigpicture.com to learn more about Kevin and his ideas.
Ben Cook

A partner with Acumen Learning since 2003, Ben Cook serves as the Vice-President of Strategy. With more than 10 years of executive experience, Ben brings a wealth of real-world experience from working for two different Fortune 50 companies to his consulting and training work for General Electric, WellPoint, Humana, The Home Depot, Hewlett Packard, Medtronic, and more.

Prior to Acumen Learning Ben worked for Dell where he quickly moved through the ranks. He started his time managing a sales and manufacturing site and finished his time on their Corporate Strategy team. Prior to Dell Ben played multiple management roles for Proctor and Gamble’s corporate and product line finance divisions.

Ben brings a variety of business, teaching, athletics, and international experience ranging from living for 6 years in the Middle East and South America, to playing football at the collegiate level. Ben’s a sought after keynote speaker and specializes in high-end business acumen training for rising managers and executives of major corporations across the U.S. and abroad.

“I truly appreciated your presentation... respectful of time and truly interesting. I have been at Baxter for 35 years, and this is the best session I have ever attended (I have never made this comment before.).”

Joe Fosco
Baxter, Director, R&D

Ryan Stirland

A partner with Acumen Learning since 2006, Ryan Stirland comes with over 25 years of business experience including:

› Vice President of Client Development, Channel Sales, and Product Marketing
› Professor of Marketing at Utah Valley University
› Founder & President of e-Biz Software Inc.
› Independent Business Consultant

Ryan has played a major role helping HR groups shape their learning and development efforts around the topic of Business Acumen. His client list is impressive and includes Verizon, Chevron, Mars, Wal-Mart, Starbucks, Rolls Royce, and United health Group.

As a consultant and speaker, Ryan has established himself as a thought-leader around the topic of Business Acumen and has developed best practices on how the topic is approached and taught.

“Ryan Stirland was absolutely awesome! This was a great presentation with very high feedback scores. We believe this will have a significant impact on our business.”

Barbara K. Britt
Rolls Royce, Vice President, HR
Presentation Snapshot

Have you ever found yourself in one of these situations?

You’re talking with a senior leader of your company and wish you could say something really insightful to show your knowledge of the business, but your brain goes numb and you can’t come up with anything meaningful.

You’re attending a meeting and as they start reviewing financial statements, you get lost. You hope no one discovers that the smile on your face or the nod of your head hides the gap in your knowledge. You can’t see what the numbers have to do with what you have to get done today or this week.

If you’ve experienced moments like these, you’re a member of a fairly large group - business people who are “in” business but don’t necessarily “get” business. The fact is, 90% of business professional don’t understand important business measures, and those who do have a hard time explaining the numbers to those who don’t. The solution to your confusion is developing your business acumen, your ability to see the big picture.

Primary Objectives

Whether you’re an up and coming manager or a seasoned professional this presentation will:

1. Make the personal and economic case for building your business acumen.

2. Show you how to gain personal credibility and buy-in for your initiatives by identifying and communicating how your ideas impact your company’s key performance indicators.

3. Demonstrate how you can become more relevant in your role as a leader of the people – by becoming a leader of the business.
Accolades
Reviews from CEOs, Leaders, and Authors

“Cope’s book will help all employees of an organization understand the essence of how business works, plain and simple.”
—Doug Conant, Former Chairman & CEO Campbel Soup Company

“Many of us (myself included!) work hard to equip leaders and employees with the essentials for business vitality—no one has done so with more fidelity, clarity, and precision than Kevin Cope. The wonderfully accessible tools in this book are the first investment any leader must make to build a sustainably competitive enterprise. If it comes down to paying the rent or buying this book, let your landlord wait.”

“If you want to become a credible advisor within your company and with your customers, make reading this book a priority. From knowing the five business drivers to making sense of financial statements, Seeing the Big Picture will help you get a seat at the decision table.”
—Jeff Renzi, vice president, Dell Services, Global 500 Accounts

“Cope has discovered a drop-dead simple way of getting to the crux of business. His five-drivers business model is at the core of how my team and I think—and perform! Read this book, build your business acumen, and make an impact.”
—Karen Kocher, chief learning officer, Cigna Corporation

“If you’re interested in speaking the language of business more fluently, this book is your dictionary.”
—Stedman Graham, CEO, S. Graham & Associates

“We teach Cope’s five business drivers to our leaders, regardless of the department they work for, to build the business acumen they need to improve our company’s financial strength. Seeing the Big Picture, introduces these drivers and unveils a framework for thinking about business that will bring clarity to anyone looking to make a difference in their company’s financial performance.”
—John Roiko, vice president, finance, National Instruments

Best Seller
› New York Times Best Seller
› #1 The Wall Street Journal
› #1 USA Today
› #1 Amazon
› #1 Barnes & Noble

Press
Kevin Cope has written for and/or been interviewed by...
› Investors Business Daily
› Forbes.com
› NPR
› Industry Week
› Chief Executive Magazine
› AMA M-World
› Chief Learning Officer
› Talent Magazine
› Money Matters Radio
› Monster
I strongly believe that the first job of any leader is to inspire trust. Whether that leader is a surgeon leading a team through an intricate medical procedure, an executive leading a team in implementing a strategy, or a quarterback leading a football team to a comeback victory—it's trust in the leader that inspires others to willingly choose to follow.

So what inspires trust? Trust is the confidence that emerges when character and competence converge. If I were questioning whether or not I needed surgery, I wouldn't trust a dishonest and self-serving surgeon—no matter how competent he or she might be. Nor would I trust a quarterback who's unable to make plays or deliver results—even if he has impeccable character. But when I see the consistent demonstration of both character and competence, I do trust. And Kevin Cope, the author of this exceptional book, is a person who consistently demonstrates both—and is a person I trust immensely.

Kevin is a long-time friend and confidant. As such, he listens empathically and offers sound advice when I ask for it. He is also a business colleague who worked with me for several years in a time of unprecedented business growth, opportunity, and challenge. In that role, I have seen him time and again roll up his sleeves and find a way to get the job done superbly well. While I wouldn’t trust Kevin to quarterback a fourth quarter comeback (believe me, I’ve played flag football with him!), and I definitely wouldn’t trust him to perform surgery on me (he’s not a doctor), I absolutely do trust Kevin’s ideas on business, organizations, and people. He’s earned that trust through a demonstrated track record of character and competence—particularly in the area of business acumen.

In fact, it is because of my trust in Kevin in these areas that I strongly encouraged him to write this book. His “five drivers” model and his ideas concerning business are simply too good—too valuable, too insightful, too clear—to not share. Kevin has the gift of being able to take complex issues and make them simple. Never is this gift more needed than in the world of business acumen, particularly regarding how business works and how organizations make money and successfully grow. And when it comes to understanding how business acumen can transform an individual—and, in turn, an organization—there is no one I trust more than Kevin Cope.
“Kevin has the gift of being able to take complex issues and make them simple. Never is this gift more needed than in the world of business acumen, particularly regarding how business works and how organizations make money and successfully grow.”

But enough said about my friend Kevin; now let’s talk about you. You’re picking up this book because you likely work for a business or for some type of organization that needs to operate on sound business principles. Now just because a person works for a business doesn’t mean he or she fully understands business. You and I both know plenty of bright business graduates who can’t quite seem to apply that knowledge in relevant ways that create value for the business. We’ve all run across colleagues and peers who have years of experience and know everything there is to know about their particular function—HR, operations, marketing, sales, R & D, or some other role—but who would rather have a root canal than to have to give an opinion or interpretation of the company’s latest financial results.

We’re also aware of those who think they know business when all they really know is the jargon of business—often number crunchers who, as Oscar Wilde put it, “know the price of everything but the value of nothing.” We likewise see countless passionate entrepreneurs who are certain they understand business, but start companies that fail to gain any traction and end up not even getting off the ground.

In short, just because a person is “in” business doesn’t mean that person “gets” business. That’s where this book comes in. It’s the best book I know to explain how business really works and how organizations make money. It’s actionable. It’s simple without being simplistic. And it’s written in an engaging and insightful style.

So if you’re that business grad or entrepreneur who can’t put your finger on why success seems to elude you . . . or that functional expert with years of experience who’s tired of being overlooked when your company presents new career opportunities . . . or that numbers person who’s wrestling with how you can become relevant to those who don’t look at the numbers in the same way you do . . . or—like me—an executive who’s looking for a quick reference field guide to help you focus your team on the simple fundamentals of business success . . . this book is for you.

Whatever your situation—and whether you’re just getting started in business, trying to get reenergized about your business, or actually running a business—I strongly encourage you to read Seeing the Big Picture and carefully consider what Kevin has to say. I am convinced that doing so will help you become a more competent businessperson. And if you combine that competence with strong character, you’ll inspire your peers, your team, your boss or your CEO, to trust your decisions. They’ll come to see you not only as a leader of people, but also as a leader of the business. And that’s what good business acumen is all about.