

COMMERCIAL AWARENESS

COURSE OUTLINE

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Commercial Awareness

Course Aims

Today's organisations face increasing complexity, rapid change, and significant commercial pressures. For managers and senior executives, the ability to operate with strong commercial awareness and strategic perspective is essential for sustainable success.

This course provides a practical introduction to commercial awareness, helping participants understand how organisations create value, how internal and external factors influence commercial decisions, and how strategic thinking strengthens business performance. It also develops essential skills in partnership building, communication, and customer-focused thinking—enabling participants to contribute meaningfully to organisational strategy and long-term success.

Duration

One Day

Target Audience

This course is suitable for:

- Managers and team leaders seeking to strengthen strategic and commercial capability
- Senior executives who want to refresh or broaden their commercial awareness
- Project managers involved in organisation wide initiatives
- Professionals who engage with suppliers, partners, or cross functional teams
- Anyone required to make informed decisions that impact business performance

Learning Outcomes

By the end of the course, participants will be able to:

- Endorse the need for strategic thinking within organisations
- Identify internal and external factors that influence business performance
- Develop foundational project management skills
- Build and maintain strong business partnerships
- Inspire and communicate a compelling organisational vision
- Develop or contribute to a customer focused policy or approach

Course Content

Session 1 - Understanding Commercial Awareness

- What commercial awareness means in modern organisations
- The link between commercial awareness and strategic success
- How organisations create value and maintain competitive advantage
- The importance of commercial decision-making at all levels

Session 2 - Strategic Thinking in Practice

- Strategic vs operational focus: what's the difference?
- The mindset and behaviours of a strategic leader
- Encouraging long-term thinking within teams
- The risks of poor strategic awareness

Session 3 - Internal and External Business Influences

- Exploring internal factors such as people, processes, capability, culture and resources
- Understanding external forces including political, economic, social, technological, legal and environmental influences
- Using analytical tools (such as SWOT and PESTLE) to inform better decisions
- Linking insight to commercial outcomes

Session 4 - Project Management for Commercial Success

- Why commercial awareness matters in project management
- Defining clear objectives and expected business benefits
- Identifying and managing stakeholders
- Risk management and prioritisation
- Monitoring progress, maintaining accountability and evaluating outcomes

Session 5 - Developing Strong Business Partnerships

- The commercial value of effective partnerships
- Identifying key internal stakeholders, suppliers and business partners
- Building trust, credibility and mutually beneficial relationships
- Overcoming barriers to collaboration
- Strengthening cross-functional alignment

Session 6 - Inspiring and Communicating the Vision

- What makes a compelling and commercially meaningful vision
- Communicating strategic direction with clarity and confidence
- Influencing others through purposeful communication
- Aligning teams and partners behind shared goals

Session 7 - Creating a Customer-Focused Approach

- Understanding customer expectations and behaviours
- How customer insight drives strategic and commercial success
- Embedding customer-focused thinking across teams
- Identifying opportunities for service improvement
- Linking customer needs to organisational value and growth

Session 8 - Personal Action Planning

- Reflecting on new insights and commercial strengths
- Identifying opportunities to apply strategic and commercial thinking at work
- Setting practical next steps for ongoing development