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attain an understanding of how the organization makes money. This program is especially helpful for employees in roles that typically don ' t deal daily with the financial aspects.

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What the CEO Wants You to Know:  
Building Business Acumen

What The CEO Wants You to Know is a short read that will help business professionals—from the C-suite to the mail room—understand that underneath it all, business is basic, simple and adheres to universal fundamentals.

What the CEO Wants You to Know  
by Ram Charan (ebook)

Depending on what kind of CEO you have, you may emphasize some of those roles and activities over others. A CFO who 's more of a visionary may want you to be their truth teller to hold them accountable to the numbers, while a CEO who 's more of an operator may value how you use your

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understanding of the business and the strategy to drive change.

What the CEO Wants You to Know:  
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What the CEO Wants You to Know  
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recognizes that every business is the same inside. More specifically, all CEOs focus on cash generation, return on assets, growth, and customers. Learning how to block and tackle with these tools and stay out of the weeds comes with experience.

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gained from years working with Fortune 100 ceos, What the CEO Wants You to Know: Building Business Acumen will help all employees—no matter their experience or background—understand how

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greAtness through Focused ...

In his book What the CEO wants you to know, he explores what he describes as the “ basic building blocks of a business ” . Using comparisons from his family ’ s shoe shop in India he deciphers the day-to-day necessities of a business in order to describe the essential information you can use to determine whether a business is successful.

What The CEO Wants You to Know - The Strategic CFO  
What the CEO Wants You to Know captures these insights and explains in clear, simple language how to do what great CEOs do instinctively and persistently: Understand the basic building blocks of a business and use them

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to figure out how your company makes money and operates as a total business. ...

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