



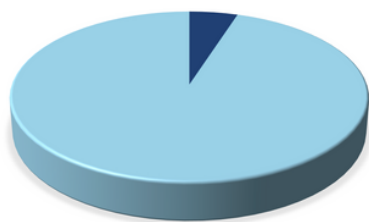
# CREDIBILITY MAKERS

BUILDING THE CEO MINDSET

Business Acumen Training

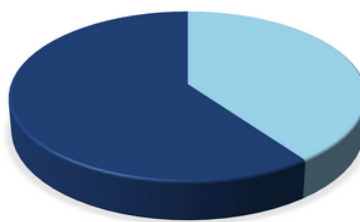
## The Problem:

95% of employees do not understand their company's financial strategy



## The Impact:

67% of executives believe this problem limits company success



## The Solution:

Training by the Credibility Makers.



Here are the different trainings we offer:

- 1-day
- 2-days
- 4-hours
- Keynote Speaker
- Virtual Instructor-Led

## Participant Outcomes

- Understand the framework of success that great companies have mastered
- Develop working knowledge of your company's key financial metrics of success
- Align personal department priorities with your company's key strategies
- Create specific action plans how employees can better contribute to your company's success

## Company Outcomes

- More engaged workforce
- Greater culture of results and success
- An ROI strategy to track the return on this investment in training

Companies our consultants have trained:

(Numbers represent position on the Fortune 500 List)

Walmart (#1)	Cisco	Fifth Thrid Bank
Berkshire (#3)	Arrow Electric	KPMG
UnitedHealth (#5)	Waste Mgt.	Seagate Tech
Aetna/CVS (#7)	Lincoln Fin	Northern Trust
Verizon (#16)	Devon	Mattel
GE (#18)	Stryker	Nissan
Home Depot (#23)	Auto Zone	Kia
Boeing (#27)	Baxter Int'l	Family Dollar
Phillips 66 (#28)	Republic Srv	E&J Gallo
Anthem (#29)	Williams	NovoNordisk

Credibility Makers cares about the success of your company, which is why we always customize our trainings to fit the specific needs of your company. This makes us an ideal fit for the following audiences:

- C-Suite - strategy prep course
- Early Manager - improve alignment
- Individual Contributor - engagement
- Sales Team - client relevance
- HR Team - organizational credibility
- Acquisitions - help transition

## Clients Choose Us!

Join some of the most successful companies in the world who have chosen to work with Credibility Makers' consultants and contact us today to accelerate your company's success!