

COURSE 02

Preparing an Insightful Business Review

Online Course • Total of 7 Hours • Limited Slots Only**Day 1:** September 29, 1:30 – 5:00 pm**Day 2:** September 30, 1:30 – 5:00 pm

Why this Course?

Business reviews often become data-heavy reports that describe what happened but fail to explain why it happened and what the strategy implications are. Effective business reviews go beyond reporting performance; they uncover insights, identify opportunities and risks, and support better decision-making. This course provides leaders and managers with a structured approach to analyzing business performance and developing insightful business reviews.

Who is this for?

Marketing, Brand Sales Managers who are preparing business reviews as foundation for the Annual Business Plans, and would like to produce a more rigorous output.

What Will You Learn?

1. The Annual Business Planning Process
2. Characteristics of the Planning Process
3. Analytical Fundamentals
4. Business Review Architecture + Module 1: Market and Demand Review
5. Module 2: Revenue, Volume and Market Share Review
6. Module 3: Channel and Footprint Review
7. Module 4: Brand and Customer Health Review
8. Module 5: Profitability and Pricing Review
9. Module 6: Competitive Review
10. Wrap up: Business Review Summary

Course Overview

Practical workshop that teaches participants how to transform business data into actionable insights. Participants will learn structured approaches for reviewing market, customer, channel, financial, and competitive performance and synthesizing findings into meaningful business recommendations.

What Will You Do?

- Template walkthroughs (“Look”)
- Guided discussion of Areas for Investigation (“Discuss”)
- Application Exercises
- Questions and Clarifications (“Ask”)



Faculty Profile

Pauline Fermin is President & CEO of Acumen with extensive leadership experience across Procter & Gamble, Coca-Cola Philippines, Beverage Partners Worldwide Asia, and Acumen. Throughout her career, she has worked with executive teams to review business performance, shape strategic decisions, and drive business growth.

Having been on both sides of the business review table, as a presenter and as a decision-maker, Pauline helps participants move beyond reporting numbers to delivering insights that drive action. She shares practical approaches for communicating business performance, influencing stakeholders, and leading more effective business review discussions.

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