

Know the Business

Based on Your Real World Business Issues

Know the Business (KTB) is BTS's Business Acumen e-Learning platform. In this fun and competitive suite of highly interactive courses, you are in the driver's seat managing a business. Through interactive simulations and exercises, you will explore financial and operational challenges, assess company performance, conduct market research, make critical business decisions and strive to improve shareholder value. As you work to solve critical problems in your path, you will experience how your actions and decisions impact your company's objectives, performance and ultimately, its success.

Grow the Business

Once you gain a big picture view of how you contribute to your company's performance - once you *know the business*, you will be better able to help grow the business and meet your competition head on. The *KTB* suite of courses will help make sure you're ready.

The *KTB* Suite of 4 Courses includes:

KTB 1: Assessing Financial Performance

The Income Statement

- Income Statement Fundamentals
- Using the Income Statement
- Your Company's Income Statement
- Micro-simulation - "Try and apply" Income Statement Tool

The Balance Sheet & Cash Flow

- Balance Sheet Fundamentals
- The Cash Flow Statement
- Your Company's Balance Sheet
- Micro-simulation - "Try and apply" Balance Sheet & Cash Flow Tool

Interrelationships and Key Ratios

- The Financial Big Picture
- Interrelationships & Key Ratios for Your Company
- Micro-simulation Tool - "Try and apply" Interrelationships Tool

KTB 2: Competing for Customer Value

Market Potential & Share

- Competitive Market Fundamentals
- Your Company's Competitive Market
- Your Company's Income Statement
- Micro-simulation - "Try and apply" Market Forecast Analysis

The Voice of the Customer

- Customer Value Analysis
- Voice of the Customer in Your Industry
- Micro-simulation - "Try and apply" Customer Value Analysis and Voice of the Customer



KTB 3: Achieving Return on Strategy

Strategy: The Quest for Value

- What is Strategy?
- Competitive Advantage
- The Quest for Value in Your Industry
- Micro-simulation – “Try and apply” Scenario Analysis

Return on Investment

- The Time Value of Money
- Investment Decision Making
- Net Present Value (NPV) in Your Industry
- Micro-simulation Tool – “Try and apply” NPV Analysis

KTB 4: Managing Growth & Profitability

Revenue & The Power of Price

- Fundamental Drivers of Revenue
- Industry Revenue Drivers
- Micro-simulation – “Try and apply” Power of Price Analysis

Costs & Break-Even Analysis

- Fundamental Drivers of Revenue
- Fixed and Variable Costs in Your Industry
- Micro-simulation Tool – “Try and apply” Break-Even Analysis

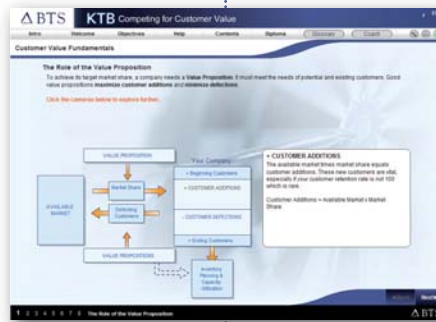
Profitability & Shareholder Value

- Return on Invested Capital (ROIC)
- ROIC & Your Industry
- Micro-simulation Tool – “Try and apply” ROIC Analysis

Key Benefits

After completing the KTB e-Learning suite of Business Acumen courses, professionals will improve their Business Acumen knowledge and skills and organizations will realize accelerated and improved performance and long-term value on their training investment.

- Improve Business Acumen knowledge and skills
- Improve performance back on the job
- Effective learning methodology increases learning retention and long-term organizational value
- MBA caliber content customized to real world business issues
- Industry and competitor benchmarks
- Interactive and engaging exercises
- Immediate feedback
- Flexible, just-in-time learning - access anytime, anywhere
- Fast and cost efficient deployment to large groups - courses can be taken separately or complete per person and as a complete curriculum across groups
- Business Acumen Diploma



Testimonials:

"One of the best online learning modules I have ever used!"

"Related to our business and industry."

"Improved my business financial skills and understanding on how the various parts of an overall business model can affect multiple areas."

"Brings to light the reasons for some of the decisions our leadership makes and how it relates to the bottom line."

"The interaction with the training program was great. The diversity of exercises and question formats was very engaging."

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

Sampling of other BTS Clients

- Accenture
- Cisco Systems
- ING
- Philips
- Aetna
- Coca-Cola
- Liberty Mutual
- Sony
- AstraZeneca
- Gap Inc.
- Liz Claiborne
- Texas Instrument
- AT&T
- General Electric
- Macy's Inc.
- Time Warner
- Bank of America
- Hewlett-Packard
- McKinsey
- Toyota Motor Company
- Bell South
- Honeywell
- Microsoft
- Vodafone
- Boeing
- IBM
- Nokia
- Weyerhaeuser