

## Know the Business

Accelerating Your Business Acumen

The speed of business is accelerating. As technology continues to break down geographic and cultural barriers, organizations become more interconnected, more dynamic, more collaborative, and increasingly vulnerable to tomorrow's best-in-class ideas. In an age of constant innovation, knowing yesterday's best practices is no longer enough. Business and financial acumen must become more agile and strategic to meet the pace of tomorrow's professional growth and development. In a world where information is everywhere, learning must be targeted, personalized and mobile.

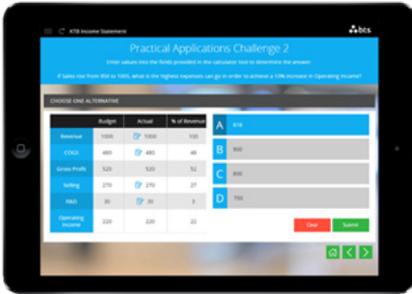
### (Re)Introducing KTB

BTS is proud to announce our mobile, connected, and improved version of Know the Business (KTB). Leveraging our best-in-class learning methodology, mobile platform and proven IP, BTS has brought one of its flagship solutions into the modern era while retaining the heart of the original program.

This edition of Know the Business (KTB) enables continuous, high-impact learning and provides users with an on-demand approach that is tailored to their needs and development through:

- Numerous topics and tools
- Flexible and personalized learning application paths
- Device agnostic responsive design
- New interactive gamification elements

Designed to drive financial understanding by combining finance-related topics and engaging multimedia elements with patented BTS expertise, Know the Business enables all users to make sound business decisions that drive bottom line results.



## Designed for Impact

Our new edition is learner driven. Users can either follow a recommended path through the content or create a journey of their own based on their individual and organizational needs. Featuring interactive exercises and multimedia examples, Know the Business enables users to freely explore the interrelationships between financial concepts (such as revenue, profit and the cash cycle) by searching for key topics or following expert recommendations and engaging in targeted learning activities.

Pre-assessments can augment learning, enabling the solution to auto-suggest learning paths based on an individual's preference, skill level and interest. The connected, modular nature of Know the Business supports continuous content updates and improvements – enabling the system to integrate up-to-date market information and the financial best-practices that are most relevant to your organization. Similarly, the program can be customized with content created for specific sections according to identified client and industry-specific needs.

## Module Examples

- Income Statement
- Balance Sheet & Cash Flow
- Return on Investment
- Customer Value
- Shareholder Value
- Business Basics
- Business Strategy & Competitive Advantage

## Features

- Short, modular content – perfect for busy professionals
- Accessible on mobile, tablet and PC devices
- Accumulate points and unlock more advanced topics
- Best-in-class interactive design, animations, and multimedia elements ensure user engagement
- MBA-caliber business and financial acumen content
- Ongoing access to frequent content updates and enhancements

## About BTS

BTS focuses on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences™ that have profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

For more information, please visit [www.bts.com](http://www.bts.com).