

If you are viewing hard copy, access active hotlinks at  
[www.odcanada.org/site/acumen\\_program\\_brochure.pdf](http://www.odcanada.org/site/acumen_program_brochure.pdf)



## SEEC/CODI Masters Certificate in OD

### ***Business Acumen for OD Professionals***

**Faculty: Cory Jack**

**Date: June 26-29, 2012**

**Fee: \$3800**

Business Acumen for OD Professions may be taken as a standalone course, or as an element in the SEEC/CODI Masters Certificate in OD (**MCOD**). Within the MCO, it may be taken before or after the CODI OD and Change *Intensive* program.

The 4-day "Acumen" course has been developed by SEEC, in consultation with CODI, to provide OD practitioners with a better grounding in business. It is designed to develop the strategic business analysis and business acumen of OD professionals. The emphasis is on developing an advanced understanding of how business works, and how to manage and influence the bottom line.

Most OD professionals do not work at the highest executive level, in part because they don't understand business fundamentals, and can't talk the language of business. This 4-day course addresses those issues. It will teach you how to think like a CEO, and how to build a business case – including a business case for an OD intervention.

Business Acumen for OD professionals is a one-of-a-kind development opportunity for practitioners, designed to provide participants with the latest insights on the drivers of OD value within an organization and how to develop and apply them. It will provide participants with the skills, tools and frameworks to lift their influencing, consulting and advisory skills to a new level.

### **Session Overview**

#### **Strategic Business Management (2 days)**

How does OD help an organization achieve strategic and operational agility? Develop an understanding of the fundamental concepts of strategic business management:

- Understand the key elements that define an organization's value proposition.
- Explore the link between business strategy and competitive advantage.
- Appreciate the role of OD within the operating model of an organization.
- Apply critical thinking and strategic business concepts to an actual corporate change scenario within a large multi-national

### **Building a Successful Business Case (1 day)**

How do you "Make the Business Case"? Learn the essential building blocks every case must have. Learn how to package and present a compelling business case to Executives & Stakeholders:

- Use financial analysis concepts and methods to help you prepare business cases or funds approval requests.
- Use decision models for key business issues.

### **Selling your consulting skills (1 day)**

How do you "sell your ideas" to senior business executives? Learn the secrets to gaining influence and authority:

- Tactics for influencing senior people
- Gain insights into your consulting or advisory style and how to gain authority and influence.
- Sell your ideas and proposals to senior executives.
- Improve your strategic thinking processes.
- Assess and get buy-in for strategic options.

**Date: June, 2012**

**Fee: \$3800**

**Location:** SEEC's campus in downtown Toronto. [Directions](#).

### **The SEEC/CODI Masters Certificate in OD consists of three components:**

- CODI OD and Change Intensive
- SEEC Business Acumen for OD Professionals
- SEEC/CODI Practicum in OD

To register for Business Acumen for OD Professionals (either as a standalone course or as a component in the MCOD), click [here](#).

If your objective is the MCOD, and your first step is the four-day Acumen course, your next step is to apply to the CODI OD and Change *Intensive* program. For more information about the Intensive program, click [here](#). Click [here](#) for the Intensive program application. Intensive is the only CODI or SEEC/CODI course that requires an application. For all others, you need only register.

Both Acumen and Intensive must be completed before registering for the OD Practicum. For information on the Practicum, click [here](#).

For more information on SEEC/CODI partnership programs, click [here](#).

**If you have any questions about Acumen, the OD Practicum, the MCOD, or CODI, contact Jeff Solway at CODI, [info@odcanada.org](mailto:info@odcanada.org) or by phone at 416-319-0412.**