

# TRAINING IN A BOX

Acumen in Action



## LESSON #4: PROFIT

Motivate your team to grow profits with a renewed focus on increasing sales and/or decreasing costs.

### ANSWER THE FOLLOWING QUESTIONS AS A TEAM:

1. Who ends up making the most profit?
2. What do you think the results would have been if Brooklyn and Lou combined their plans into one?
3. What would be the consequences of making our products more affordable or expensive? What is our company's pricing strategy?
4. What ideas – like innovations, new locations, promotions – has our company implemented to increase sales?
5. If our company fired the highest 20% earning employees, what do you think would be the consequences?
6. Under what circumstances is it appropriate to cut employees – if ever – to increase profits?
7. What are some areas of waste in our department? How can we help decrease costs?

### QUEST:

Develop a winning team who's not afraid to take on changes, risks, and new ways of thinking and doing. To help further develop your business acumen, create a list of ways you reduce waste in your current projects.