



ARKTIC FOX



# Commercial Concepts

## For Marketing Teams

The best marketers understand how marketing creates value for the organisation and impacts the bottom line. These marketers understand what drives the business, can talk confidently and knowledgeably about commercial concepts and know which levers they can pull to impact company performance.

Whilst these teams seek to play a more influential role across organisations – we can often lack credibility due to our knowledge of commercial and financial concepts.

Highly interactive and practical, the program provides a forum for you to wrestle with the concepts so you and your team can walk away with the confidence to start applying the learning from day one.



Delivered on a days and times that suits your team



Held over 1 full day or 2 half days



Onsite or in-house

# what the team will learn

## 01/ the changing role of marketing

A look at the evolving role of marketing and the imperative to increase financial literacy and commercial acumen.

## 02/ finance concepts & marketing's impact on the P&L

Learn basic financial concepts like CAPEX, profit, margin and others. Understand how to read and interpret key financial reports (ie balance sheet and P&L. A look at marketing's ability to influence company performance.

## 03/ demonstrating the value of marketing

Understand the levers at marketing's disposal to create value. Learn how to build a robust measurement approach that extends beyond a campaign and understand key marketing measurement approaches to measure brand, customer experience and more.

## 04/ securing investment to power marketing led growth

Learn how to build a compelling business case, secure investment and demonstrate return for key areas of investment like MarTech, websites and NPD.

## 05/ effectively partnering with finance to win

Understand how to build strong and productive working relationships with one of your key business partners.

## 06/ budget management fundamentals

Learn how to effectively plan and forecast revenue and costs as well as how to effectively manage and maintain the marketing budget ongoing.

# which teams will benefit



### digital and marketing teams

who lack commercial and financial confidence to engage with stakeholders



### large and small teams

who want to effectively measure marketing performance and demonstrate value to the organisation



### teams seeking to drive growth

and want to build credibility within the organisation

## about the facilitators



**Teresa Sperti**



Teresa is the Founder and Director of Arctic Fox, a digital and marketing transformation advisory and learning organisation and Non-Executive Director of BIG4 Holiday Park.

Prior to establishing her own business, Teresa was the Chief Marketing, Data and Product Officer for World Vision spearheading digital and marketing transformation. She has a breadth of experience across various industry verticals including automotive, finance, marketplaces, retail and NFP and has held executive roles at Officeworks, Coles and realestateVIEW.com.au.

Teresa's possesses deep expertise and knowledge in data, digital and customer experience and was named in the top 20 CMOs in Australia in 2018 which recognises Australia's most innovative and effective marketing leaders in the country.



**Melissa Bugge**



Melissa Bugge is a Finance and Strategy professional, she has over a decade of experience working in both large complex organisations (such as World Vision and Monash Health) and medium sized enterprises in the international development and health areas of the broader NFP sector.

Melissa holds an Executive MBA from Melbourne Business School and is currently undertaking her CPA. Melissa's core competencies include strategic finance business analysis, performance culture and reporting, strategy development and metrics, and building commercial capability.

Melissa is passionate about designing and implementing solutions that are commercial and people centric.

## you will be in good company



## pricing and number of participants

Arctic Fox recommends a minimum of 4 participants in order to get the most out of an in-house training experience.

Pricing is dependent on the number of attendees and the level of customisation. To find out more contact us to discuss your individual needs.

## FAQs

### **Will I need to undertake any work outside of the program?**

Yes team members will be provided with an exercise to complete which will take 30 - 45 minutes of your time. Prior to course commencement team members will also be required to undertake a small amount of pre-work - this will take 30 minutes.

### **What tools will I be provided with?**

You will be provided with an investment canvas to help guide development of business cases ongoing.

### **What is the minimum number of attendees**

We recommend there is a minimum of 4 attendees to run a dedicated program for a team. This will ensure there is enough diversity of thought in the room to stimulate learning and enhance the training experience.

### **What tools will I be provided with?**

You will be provided with an investment canvas to help guide development of business case in the program and moving ahead

### **Which countries and states do you operate within?**

In-house training can be arranged for those in Australia and New Zealand.

### **What is the cost to hold the training in-house for my team?**

In-house training costs are dependent on the size of your group.

Please contact us at [hello@arcticfox.io](mailto:hello@arcticfox.io) to discuss group pricing.



# ARKTIC FOX