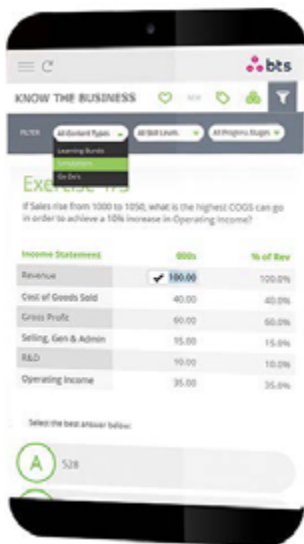


Know the Business

From our thought leader partner **BTS**



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.



A flagship solution for business acumen in the modern era

Program Benefits

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.

Mobile, Connected, and Improved

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* 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*

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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 autosuggest learning paths based on an individual's preference, skill level and interest.

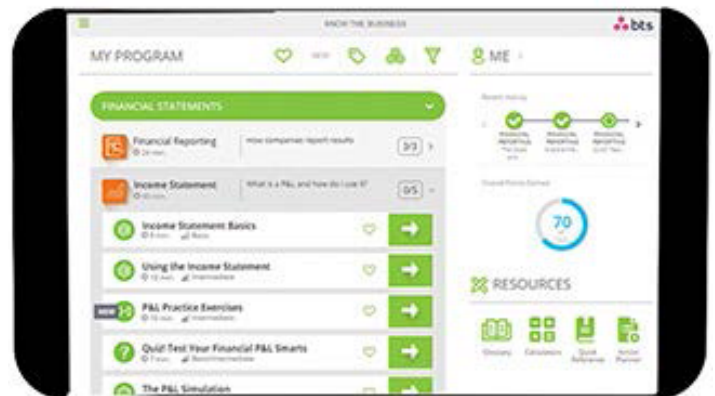
The connected, modular nature of *Know the Business* supports continuous content updates and improvements – enabling the system to integrate up-to-date market information and the financial best-practices that are most relevant to your organization. Similarly, the program can be customized with content created for specific sections according to identified client and industry-specific needs.

Module Examples

- Financial Reporting
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Financial Relationships
- Key Ratio Analysis

Key Features

- Short, modular content – perfect for busy professionals
- Cross-device accessibility via mobile, tablets, and PCs
- Points system to unlock advanced topics
- Best-in-class interactive design, animations, and multimedia elements
- MBA-caliber business and financial content
- Frequent updates and enhancements



For additional information about *Know the Business*, visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email contact@advantageperformance.com. Explore our complimentary resources at apg1.us/free. Sign up for a [free 30-day demo account](#) with access to **6 learning modules on financial reporting**.