

Job Skills #10 - Commercial Awareness

Part 1

Word Bank

achieve	marketplace	understanding	competes
Company	context	services	business

Commercial Awareness gives _____. Commercial awareness is about knowing how a _____ or industry works and what makes a _____ tick. Showing that you have an _____ of what the organization wants to _____ through its products and _____ and how it _____ in its _____.

Part 2 Internal and External Factors

Business news	politics	Drivers of M&A activity	Commercial risks
Industry trends	The economy	How a business operates	How a business raises finance

Internal Factors	External Factors

