

First BASE: Business Acumen Board Simulation

AUDIENCE

Individual contributors, early high potentials, and first time leaders who are in need of business acumen skill development

Effective implementation of strategic initiatives requires core business acumen capabilities.

Overview

Research reveals that over 60% of good strategies fail due to poor execution, and that almost two thirds of leaders agree that insufficient business acumen strongly limits strategy execution within their organization. The board-based simulation addresses the talent development needs of organizations challenged by a business acumen capability gap.

Running a successful organization demands strong strategy execution, but the effective implementation of strategic initiatives requires core business acumen capabilities. Business acumen includes:

- A Strategic or “helicopter” perspective of the organization
- Deep knowledge of the market and the customer
- A comprehensive understanding of organization finances and what drives value for owners, customers and employees

To maximize impact, the “what” of business acumen needs to be complemented by the “how” of business acumen. How is strategy executed successfully? Strong execution demands:

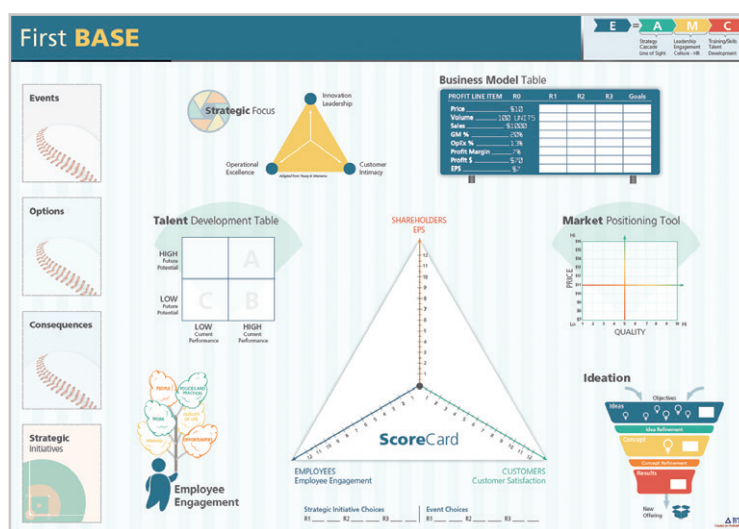
- Alignment
- Mindset
- Capability

The Program at a Glance

The First BASE Simulation is a 6 hour competitive board simulation that introduces the key trade-offs, trends, challenges, and business drivers of any organization. In an interactive, discovery-based experience, participants collaborate in teams and assume the role of the leadership of the organization with responsibility to set strategy and then execute their chosen strategic focus with a goal of creating value for customers, employees and shareholders.

Participants are challenged to grow revenues, manage margins, and invest in talent. They are immediately involved in assessing the current situation of the organization and choosing its future. In the course of three rounds of simulation, they handle unexpected events that may distract them from their strategic focus and implement initiatives designed to strength their strategy execution. They work on building alignment, mindset and capability in the performance of their simulated organization.

Throughout the simulation, they develop business acumen skills and receive feedback on



their decisions, and analysis of their real time results. At each stage in the simulation activity, there are opportunities to relate the simulated experience and key learning points to actual events and their organizational roles.

Learning Objectives

Individual contributors, early high potentials and new front-line leaders will make better business decisions by:

- Following a decision-making process starting with data collection, moving to analysis of options, and finally taking action
- Using tools or frameworks to support analysis and decision making
- Applying line-of-sight thinking to link corporate strategy to individual or team action
- Building alignment, mindset and capability to accelerate performance on the job
- Performing with a view to all key stakeholders – shareholders, customers and employees, both in the short and long-term

Key Issues Covered in the Simulation

- Defining a strategic focus for the organization
- Setting and attaining financial goals of growth and profitability
- Market positioning for maximum customer and organization value
- Fostering ideation and innovation
- Building employee engagement and talent

First BASE Key Features

First BASE is designed to be an off-the-shelf solution with flexibility to be applicable for any organization. Participants select the industry or company that they will emulate during simulation. The materials have complete participant instructions and facilitator guides to enable rapid and easy deployment. A pre-work application for devices is an integral part of the design. The app can be accessed before, during and after the simulation event. Debriefs can be customized in emphasis and detail to allow specific needs or issues to be addressed. Throughout the day, participants build an action plan enabling.

