

Experience the strategic issues you currently face by making decisions in a simulated leadership environment

AUDIENCE

Executives, directors, leaders, managers, and other senior-level professionals who lead work units crucial to the strategic execution of key organizational goals.

> Simulation Benefits

Custom Strategic Simulations, from BTS, give your top professionals a unique opportunity to address key strategic business issues in the safety of a simulated business environment. Each *Custom Strategic Simulation* is tailored to the issues your executives, directors, leaders, and key managers currently face. Participants are challenged to run a simulated company during a learning experience that blends cutting-edge delivery methodology—including computer-based decision-making and benchmarking—with interactive discussion sessions.

Powerful, engaging, and uniquely suited to senior-level strategic decision-making, *Custom Strategic Simulations* will help your top professionals:

- Align with and execute upon your organization's key strategy more effectively
- Gain a "helicopter perspective" of the business
- Experience the role of a GM
- Act quickly and decisively to address pressing business issues
- Enhance cross-functional cooperation and collaboration
- Better understand cause and effect of decisions, and their personal impact on the entire business flow
- Make better, more informed business decisions that improve bottom-line profitability

> Simulation Description

During the simulation, competing teams run simulated companies in a dynamic and competitive marketplace that reflects your organization's current situation. Each team's decisions drive overall results of their company and determine who "wins" the simulation.

Design features:

- 2-4 days
- 3-4 simulated years
- Dynamic, competitive computer simulation
- Can be integrated in a leadership curriculum
- Appropriate for groups of 25-30 participants
- 4-5 teams, cross-functional recommended
- Facilitated by 2 BTS consultants or a shared 1 BTS/1 Client team
- Executive kick-off

Content includes:

- Strategy Session
 - Formulate vision for new company
 - Goal-setting
 - Strategy—how to get there
 - Specific strategic planning tools aligned to those used by the company

[CONTINUED]

- Typical Decisions: Decisions are made for each of the simulated business models, which represent 3-4 of the company's main businesses. The key is to manage a portfolio of businesses and balance the trade-off of investing in one area vs. another. Depending on the company, a global element may be included. An M&A experience can be included for executive audiences.
 - Sales and Marketing Decisions
 - Price, Volume - importance of forecasting
 - Marketing Budget - ROS
 - Distribution channels - ROS
 - Customer Support
 - Capacity Management and CSI
 - R&D Decisions
 - Product Development Process and ROI on R&D
 - Production Decisions
 - Capacity Management and Capital Investments
 - HR Decisions
 - Retain, Attract, Develop Talent
 - Leadership Development
 - Finance/ IT Decisions
 - Capital Investments
 - Buy-back, Issue Stock
- Supporting and Research Documents
 - Case Study
 - Wobblers (external events)
 - Strategic Initiatives
 - Market Reports
 - Customer Reports
 - Feature Reports
- Know-How Sessions
 - Interactive Know-How sessions occur in between years
 - Enable participants to remove themselves momentarily from the competition and generate ideas about ways they can apply learning to improve their real-world performance
 - Topics such as: Ways to Improve Profitability, Financial Interrelationships, Market Focus, etc.
- Feedback Sessions
 - After each simulation year, decisions are gathered and analyzed
 - Following every Know-How session, teams are presented with feedback on their selected strategies
 - Business results of their decisions
 - "Winning" criteria reflect the specific learning objectives determined by the organization (for example, improving customer satisfaction, employee satisfaction, and shareholder value)

> Implementation/Customization

Each simulation is precisely tailored and typically incorporate your organization's key issues and challenges, culture, business model, terminology, management systems and processes, technology, and other factors relating to your industry, your customers, and your competition.