Understanding Pain Leads to Added Value

Called a “mini MBA-in-a-day,” Interplay is a business acumen simulation that incorporates game-based learning in an interactive, high-impact day that is both challenging and fun. Working as the leadership team of a simulated company, table teams compete with each other as they develop strategy and resolve business challenges. Interplay’s experiential learning process helps participants see how their decisions have business impact and contribute to the company’s short- and long-term success. Expert facilitators provide real-time debriefs and help participants connect insights and the customer perspective to their own job-related challenges and opportunities.

“This experience was incredible! I’m not sure why we didn’t learn accounting this way in college. It would have been much more interesting.”

– SAP Sales Leader

Less Pain – More Gain

Interplay has been a key component of our very successful Global Academy for Sales Leaders. Academy participants have experienced an aggregated 23% increase in revenue and 38% improvement in the deal win rate as well as a 57% increase in pipeline opportunities and a 54% increase in pipeline value compared to non-participants. Interplay is such an integral part of the Global Academy that when we reduced the Academy from two weeks to one, we decided to keep the full one-day Interplay experience intact.

One sales leader who attended the workshop related a winning benefit of Interplay when he told us, “This experience was incredible! I’m not sure why we didn’t learn accounting this way in college. It would have been much more interesting.” The program participants really enjoy the experience and it stays vivid in their minds. Through the workshop, they have experienced their customers’ world – it’s not just something we told them. As a result, the experience will remain longer in their systems.

The ultimate benefit for me, as director of the Academy, is that our participants have greater confidence in their ability to approach our customers with a stronger empathy for the decisions they have to make. Interplay is the winning solution for understanding our customers’ worlds.