

Winning in Business

From our thought leader partner **BTS**



Winning in Business is a powerful, flexible, 3- to 4-hour digital solution that puts users in the driver's seat of a virtual company.

Perform at a higher level to gain a competitive edge

Program Benefits

Your company is full of smart people. But do they have the tools they need to drive real business results? *Winning in Business* is an industry-leading digital simulation that will provide your people with skills they need to perform at a higher level and help your organization to gain a competitive edge.

Winning in Business enables participants to:

- Make better, more informed business decisions
- Understand how their actions and choices affect the company's bottom line
- Connect operational activities to broader organizational goals
- Analyze their customer's business at a deep level, facilitating more meaningful dialogue
- Appreciate business models, strategy and the drivers of profitability within an industry
- Improve cross-functional collaboration and communication

Program Description

Winning in Business is a powerful, flexible, 3- to 4-hour digital solution that puts users in the driver's seat of a virtual company. In the simulation, users compete to construct and run the most profitable and sustainable company in an evolving marketplace. Over the course of 3 simulated years, users must plan for and respond to a variety of events and external pressures.

They will have to balance variables and make strategic decisions in a number of business units and across a range of areas, from forecasting, global growth and operations to pricing, branding, new product development, human resources, and strategic initiatives. And just like in the real world, the users' decisions will define their company's ultimate

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*No matter how you deliver **Winning in Business**, you can expect an rich, interactive experience with powerful results for your business.*

success in the marketplace. Features such as detailed feedback, end-of-round scoring, and leaderboards bring the experience to life and help users connect the learning points back to their own work. *Winning in Business* can be experienced solo or as a team, either online or in a traditional classroom. No matter how you deliver *Winning in Business*, you can expect an rich, interactive experience with powerful results for your business.

Features

- Scalable and flexible delivery options (works well on PC or tablet, in face-to-face or virtual settings)
- Sophisticated and realistic industry-specific business modeling
- Four products, two competitors, and four KPIs that adjust to decisions
- 2-3 unanticipated events per round, shifting market conditions, and limited FTEs create an authentic sense of pressure
- 7 mini-tutorials on business topics such as Price and Volume, Fixed vs Variable Costs
- Up to 26 strategic initiatives, market reports, and an updatable SWOT analysis
- Safe sandbox to practice and apply business leadership, with up to 14 screens of comprehensive feedback and analysis at the end of each round

For additional information about *Winning in Business*, visit [Advantage Performance Group](#), call us at (415) 925-6832 or email contact@advantageperformance.com. Explore our complimentary resources at apg1.us/free.