

Many thanks for all of your hard work on this – it was fantastic to witness such collaboration and engagement! – E.M. (L&D)

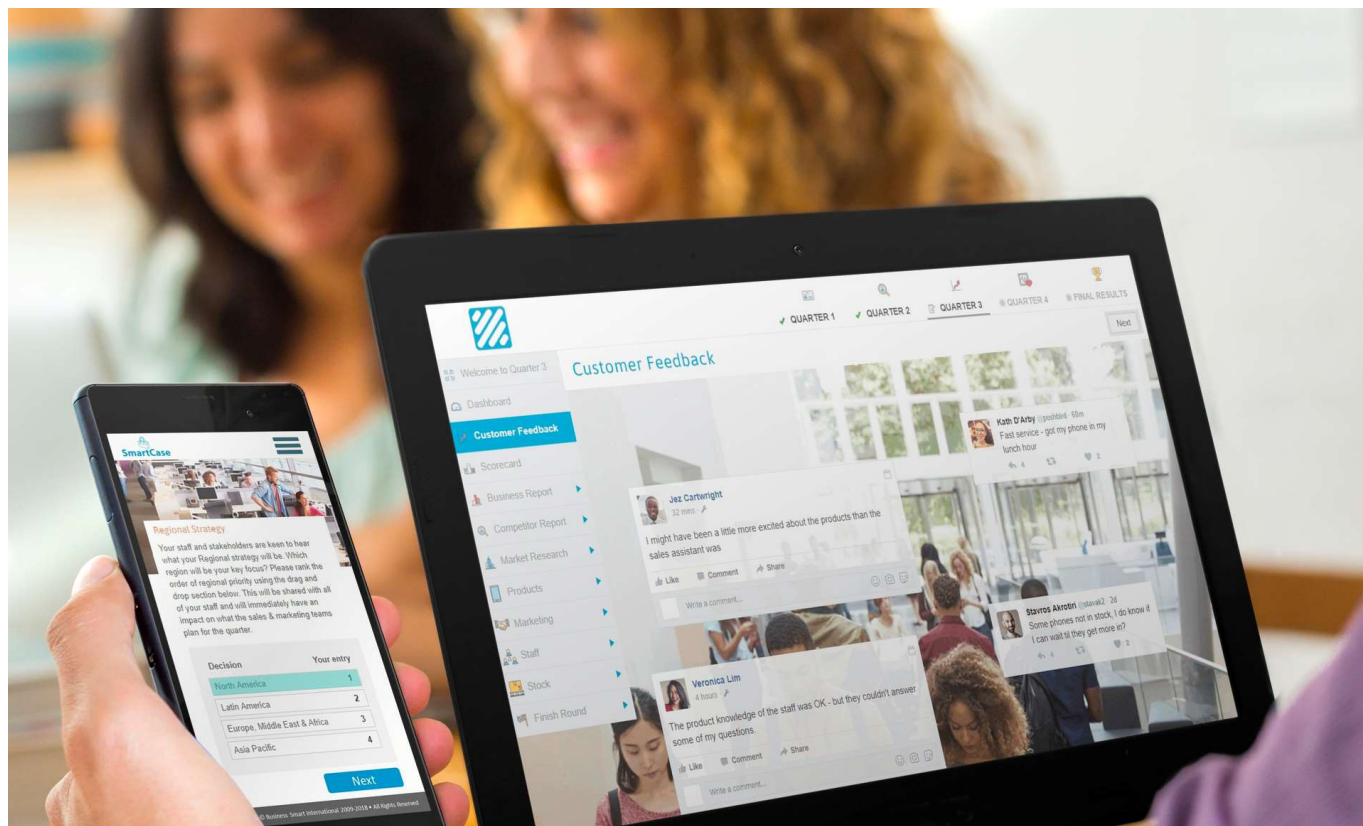
BUSINESS ACUMEN SIMULATION GAMES

Our Business Acumen programmes:

- Test existing levels of generic business sense
- Help to develop business acumen
- Tailor learning experiences to focus on the inner workings of specific business models
- Provide real life simulations to enable decision making and to understand the direct impacts on the business
- Engage employees by offering fun, yet challenging simulations using gamification techniques
- Enable flexible and scalable learning models to suit both your business and your employees

Global Leaders in Innovative Business Simulations

BUSINESS
SMART
INTERNATIONAL



THE SMART WAY TO LEARNING BUSINESS ACUMEN

Our business simulations provide both insights into employee levels of basic business acumen skills and targeted development, enabling employees to understand the 'bigger picture' and to drive business growth. Senior Managers are offered unprecedented insights through performance metrics, thus enabling them to understand detailed levels of their staff's business acumen and to understanding which elements they need to development.

TARGETED SIMULATIONS

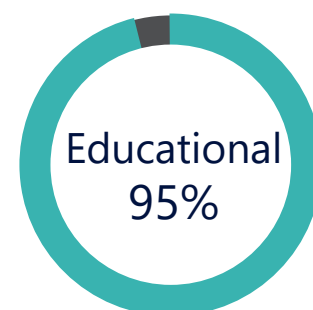
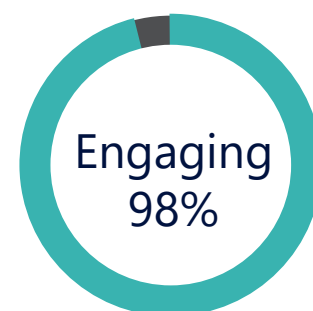
Trainees are immersed into real life business scenarios. Simulations provide in-depth understanding of the inner workings of specific business components such as sales, marketing & logistics, the value of cross collaboration, as well as core functions such as finance, HR and internal & external communication. Outside influential factors such as market conditions and competitor updates provide all-round learning.

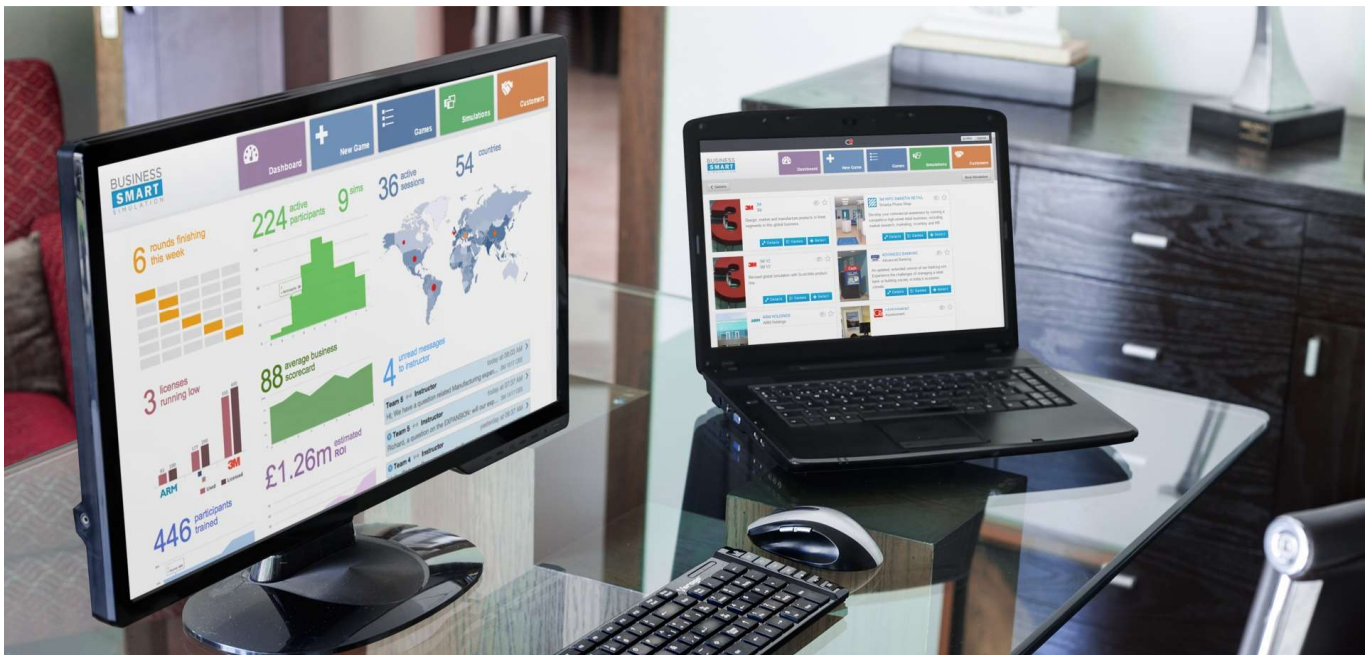
CHALLENGING ACUMEN DEVELOPMENT

As the simulations progress, employees will have the opportunity to use their existing and newly gained knowledge to make business decisions for their virtual company. The immediate impact of their decision will be available, thereby offering experiential learning to modify and improve their future decisions. Gamification techniques stimulate the trainee as they are challenged to run a successful company.

SCALABLE AND FLEXIBLE

All of our business simulations work around your schedule. Trainees can work alone or in teams, in office workshops, at facilitated events or run completely online. Simulations can be off the shelf or tailored to your specific business requirements; enabling complete focus on what matters to you the most.





KEY FEATURES



TIMINGS

30 to 60 minutes
per round



FACILITATION

Your Team or
Business Smart



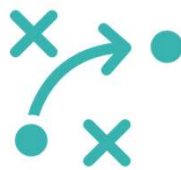
STRUCTURE

4 Decision
Rounds



COMPETITIVE

Play against peers
or virtual teams



REALISTIC

Authentic business
scenario & KPI's



AUTOMATED

Fully automated
results system



SCORECARD

Integrated to
identify the winners



FACILITATION

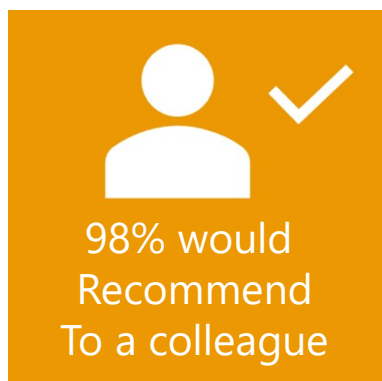
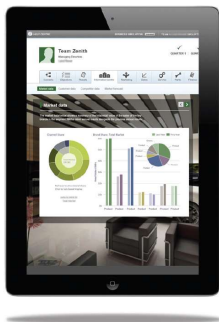
Your Team or
Business Smart



SUPPORT

Full facilitator
support / resources

Our simulations deliver a complete business scenario including the interplay between each aspect of the business. They explore the challenges & risk of real-life business decisions, including the impact on each aspect of the business, conflicts, trade-offs, and potential financial outcomes. Over the course of the entire simulation, participants will improve their understanding of the connections between the functional areas of the business and how they have an impact on one another. Ultimately, participants find this a fun, challenging and rewarding experience, that they'll remember for years to come – and continues to draw on the business lessons they've experienced and learnt.



ADVANCED RESULTS SYSTEM

Our simulation system automatically prepares full feedback, results and reports. These are designed specifically to help recognize performance and also to evaluate the quality of participants business decisions. The simulations adopt a Balanced Scorecard approach to evaluate business performance. The overall score is based upon the team's ability to satisfy customers, generate profits, invest in the future, motivate employees, and create wealth for stockholders. The Balanced Scorecard also helps identify participants' strengths and weaknesses and compare them across the teams.

FLEXIBLE DELIVERY OPTIONS

Intensive Format

Our simulations can be run in an intensive format for programmes that are designed to run over half, 1, 2, or 3 days.

Time Phased Format

This option enables the simulations to be run over a period of weeks enabling participants to continue with their day to day tasks and responsibilities.



EASY TO USE

Our Simulations have an intuitive look and feel. The step-by-step directions guide participants through the tasks they need to complete at each stage. Everything they need to know is at their fingertips, including a complete online manual written by Professors and Business experts.

EASY TO TAKE PART

Our simulations require no software downloads or installations, so there is often no need to involve your IT team.

All you need is to use an Internet browser and a password to login to the simulation from any internet connected PC or device.

Participants are able access our simulations from the office, hotel, home or even waiting for a train.

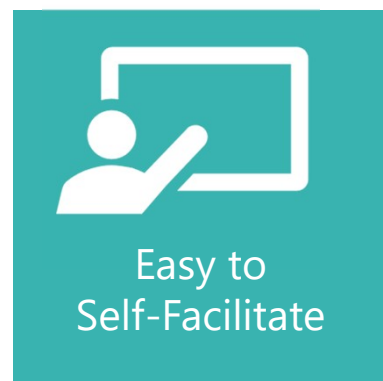
UNRIVALLED SUPPORT

Instructor support

All of our Business Simulations are available with full Instructor Support throughout. For our facilitated simulations our experienced facilitation team will handle everything and ensure all goes smoothly on the day.

Technical support

24 hour, 365 day online technical support is also available with our simulations – but you'll probably never use it!



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