



STRATEGIC



DIRECTION



TRAINING ON TARGET

## Strategic Finance The 'Decision Base' Simulation

During “Decision Base” participants run a simulated company, modeled on a manufacturing organisation, and compete in teams for customers, markets and profits. They confront and handle situations involving strategic planning, purchasing and production, corporate intelligence, finance and accounting, marketing and sales, and product and market development. People learn to work across departmental boundaries, to make effective business decisions.

Participants are challenged to consider the future implications of their decisions, and quickly realize how actions taken in one part of the company impact operations in the others.

### The Simulation (2 Days)

Participants run a manufacturing company faced with major strategic decisions and a weak operating performance. The company needs to make and implement strategic decisions with limited money and aggressive competition. There is insufficient money to do everything. Features of the Simulation include: -

- ▶ Representation of all the major functions; Sales & Marketing, R & D, Production and Finance.
- ▶ The company is simulated physically (i.e. no computers are used)
- ▶ There are no random factors. The outcomes are clearly linked to the decisions taken.
- ▶ A good strategy **and** a good operational performance are needed to maximise results.
- ▶ Each team member has clear responsibilities, but co-operation is essential.

### Participants

The simulation is appropriate for managers (in line or staff roles) with more than 2 yrs business experience, who need a good insight into the strategic and operational issues that impact a company's performance.

### Outcomes

The participants specifically learn more about: -

- ▶ Business Finance (P & L Accounts, Balance Sheets, Key Ratios, Value added...)
- ▶ The usage of information (finance and marketing) in decision making
- ▶ Strategic thinking & competitor analysis
- ▶ Methods for improving cash flow and profitability by better operating procedures
- ▶ Product profitability and portfolio analysis

CELEMI Decision Base®