

How To Make Better Business Decisions

Adapt > Improve > Persist > Succeed



After an encounter with a flock of Canadian geese caused *both* engines to fail just after take off, Captain Chesley Sullenberger glided his Airbus A320 jet to a perfect ditching on New York's Hudson River. In a subsequent interview, he explained, "For 42 years, I've been making small, regular deposits in this bank of experience, education and training. On January 15 the balance was sufficient to make a very large withdrawal." Pilots train in flight simulators, where learning is uninhibited by the consequences of failure.

What if the accelerated experiential learning used in aviation was available for decision-makers in business? *What if* they could run a virtual business in a realistic, competitive, simulated environment? With under 20% of new businesses surviving five years, the potential for improvement is massive. *What if* this was translated into higher performance? *Why can't* unexpected events like a market downturn or credit crunch be handled with the same calm professionalism that has become routine on a flightdeck?

In the standard version of the business simulation, teams set out their priorities and objectives, choose a strategy and make the policy decisions needed to achieve the best possible result. They compete against each other for up to six annual trading periods, each with a virtual board meeting to review the latest results and decide top-level policy changes. These embrace finance, marketing, sales, operations, human resources and research & development. For each trading period, the virtual boards seek to balance the often-conflicting interests of shareholders, customers, staff and suppliers. They also face surprise encounters of the business variety - anything from a virtual strike to a recession.

The full Business Game can be run as a workshop, or as part of a conference, or on-line with one or two week intervals between rounds. In each case, understanding the consequences of business policy decisions taken over six years requires an investment of about 20 hours. That's 3,000 times quicker!

In the "mini" version, by reducing the number of trading periods and policy decisions, an event can be run in as little as three hours. This version is configured for seminars or other time-limited applications.

There's also a "solo" version for mentoring and coaching individuals or small groups of entrepreneurs. Other applications include gauging "finance readiness" for businesses seeking start-up or growth funding and seeing how well "fast track" candidates for accelerated promotion perform in team tasks. All participants are in one team, with competitor strategies chosen at random by the simulation programme.

For more details of on-site and on-line interactive simulation-based events, contact:

E: info@businessgame.co.uk

T: 01428-609918