

Business Strategy ◇ Team Building

As a Board member of a company you have an obligation to your shareholders to maximise the value of the company. You will need to formulate a successful financial strategy and a customer policy which is consistent with your corporate image. Can you handle the many challenges that will be thrown at you level headedly while remaining aware of the interests of your employees, customers and shareholders?

Objectives

Participants will be able to :

- Extract critical information from within standard financial and market reports.
- Identify critical drivers for success within a business.
- Create a strategy that is seen as consistent by the company's stakeholders.
- Recognise the strategic implications of decisions.



How it works

The players, acting in teams of between 4-6 members, are the Board of Directors of a furniture wholesale company operating, in the UK, Eastern and Western Europe. In time periods representing a half year they make a number of broad strategic decisions concerning the direction they wish the company to take and the image they want to adopt in the market place. Decisions include pricing policy, marketing effort, dividend policy, and special agenda items concerning business issues, ethical and moral dilemmas. The results of a team are affected by the quality of it's own decision making and also those of its competitors. This interaction mirrors the real world where a potentially 'winning' strategy may provide lower than expected benefits because of competitor interaction.

What participants will be doing

In groups the participants will be analysing the current situation, reviewing the data provided to identify any possible changes in the market and assessing any potential risks or opportunities. The participants will create a strategy and implement it in a competitive marketplace. They will constantly need to review their results and re-assess the market situation and competitor actions.

For what levels is it appropriate?

Suitable for all managerial levels, and anyone wishing to increase their awareness of creating and implementing a strategy in a realistic environment.

Structure of the activity and time requirement

The simulation is split over between 3 and 5 periods. These periods can be run concurrently, as part of a course or conference, or split over a longer time period.

Each period will need between 60-90 minutes.

WAY FORWARD

Facilitation - Face to Face

We provide the simulation, all documentation and facilitation. A one-day event costs in the region of £1,200 plus VAT and expenses.

Periods may be split over several days if included in a course or conference.

The online version can be split over days or weeks to suit specific requirements.



Facilitation - Remote

This simulation can be run remotely with the players conducting their meetings and entering their decisions on line. We provide access to an online portal for entry of the decisions and receipt of updated documents.

The timescale is driven by client requirements. [Read about how one of our client's structured their event.](#)

The costs for remote facilitation vary depending on the number of participants and the number of rounds completed. Please [contact us](#) to discuss your requirements.