

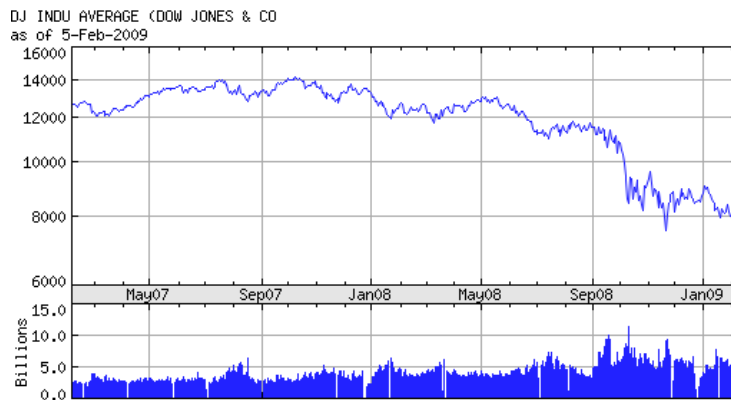
Business in Crisis!™

Team-Based PriSim® Competition in a Crisis Economy!

Recharge your company's business plans and re-energize your decision-makers by attending PriSim's *Business in Crisis*™ class.

The current market situation looks bleak, but you do have choices. Companies that effectively navigate the current economic crisis will emerge stronger at the end of the storm. What are you doing to drive your destiny?

It's your choice: remain frozen with inaction as bad things happen to you, or take charge so that good things happen for you.



Business in Crisis™ is a Two-Part Business Training Class and Planning Session:

Part 1: Intact teams from a department or division compete in a no-holds-barred business competition, leading and managing through a “down” market and an economy in crisis.

Using an existing PriSim business simulation, attendees are presented with a marketplace that severely contracts, putting pressure on sales, profits, and cash. As participants learn about finance and planning, they also discuss strategic leadership during market downturns and how to manage and motivate employees' emotional states in times of extreme change.

Part 2: After the competition, teams immediately engage in real-world planning exercises. These exercises will be specifically targeted at identifying key opportunities and strategies for optimizing performance at your company in these difficult times, and better positioning it for the future.

Why attend?

Send your team to:

- Challenge decision-makers to fully understand business dynamics
- Inspire creative solutions
- Develop real strategies to succeed in today's challenging business environment

Topics and Activities:

1. Compete in a PriSim Simulation Tuned to a Down Market
2. Participate in Discussions on Course Pre-Reads Including:
 - ⇒ “**Four Actions to Survive the Recession and Emerge Triumphant**” (Harvard Business Publishing, Rosabeth Kantor, January 2009)
 - ⇒ “**Seize Advantage in a Downturn**” (Harvard Business Review, David Rhodes, February 2009)
 - ⇒ “**Leading Your Workforce During the Economic Crisis**” (HR.com, Greg Smith, October 2008)
3. Engage in Real World Business Planning



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