



*Does your team need to be ...*

- More Strategic?
- More Financially Aware?
- More Customer-Focused?
- More Market-Aware?
- More Business-Savvy?
- More Involved and Energized?

## Cycloan™

### An Interactive Market Management Exercise

Over a period of several days, course participants will be introduced to the fundamental business tools needed to achieve a long-term competitive advantage. Participants will be challenged to apply these tools in a computer-simulated environment, where their performance will be evaluated by a marketplace that has been created by competing participant teams.

At the center of this “Learn by Doing” course is the Cycloan business exercise. In Cycloan, participants will be immersed in a learning activity unlike any they have experienced before. Over a period of several simulated years, teams will be challenged to manage a retail sales branch, competing for both customers and qualified employees in a dynamic market.

At the end of each simulated year, teams receive performance feedback in the form of financial and industry reports. Participants will learn how to use these performance barometers to build a winning business strategy.



*“Cycloan provided us with a real-time view of our strategies and our ability to react to ever-changing market conditions. It allowed us to bring into perspective for the participants their role in managing a market by allowing them to view the business holistically on an added-value basis. It is an engaging exercise with real world relevance that will improve any participant’s awareness of business management.”*

**Executive Vice President,  
Large Mortgage Company**

*“Wow! The war games were fantastic!  
I walked away feeling I could better align my real world resources to ensure a sustainable competitive advantage.”*

**Sales Vice President,  
Leading U.S. Mortgage Company**

### *Equip Your Team for ALL the Challenges of Market Management!*

#### Participants Will Learn:

- How to apply proven business and management topics to marketing management
- How to develop effective business plans by conducting detailed market/competitive analysis
- How to create market strategies, including sourcing alternatives, that:
  - recognize competitive advantages and disadvantages
  - exploit market opportunities, company strengths, and competitor weaknesses
  - mitigate market threats and company weaknesses
  - anticipate competitor reactions
- How to align tactical decisions with intended strategies
- How to measure success using financial reports and ratios
- How to establish effective group decision-making roles and processes
- How decisions in each functional area impact overall business performance



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# A Snapshot of Cycloan™

**2006 Sourcing & Lead Generation**

Referral Source Decisions	Realtors	Builders	Existing Referrals	Source A	Source B	Source C
Training & Development This Year	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> Yes
LO Source Competency	10.0	6.7	4.9	6.4	10.0	3.8

**2006 Market Analysis & Forecast**

Market Demographic Highlights

Total Population	4,500,000
Five Year Population Growth Rate	0.2%
Median FY Income	\$35,000
Median Value Owner Occ	\$120,000
Median Age	42.0
% Employment	55%
Median Years of School	13.0
% White Collar	82%

Customer Segmentation

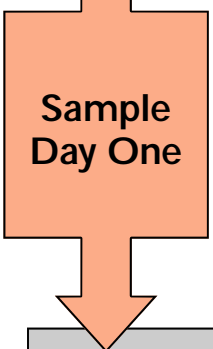
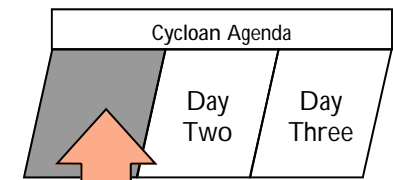
Forecasted Leads: 4,500

**PRISM - Cycloan**

Staffing & Sales Management

Market Analysis & Forecasting | Products & Pricing | Sourcing & Lead Generation | Customers & Lead Conversion | Branch Performance

Team 1  
Net Profit Forecast: -\$24,253  
Team 1  
2008



- Cycloan Simulation Introduction
- Industry & Market Analysis
- Strategy Lecture & Discussion
- Round 1 Competition
- Leadership & Team Dynamics
- Round 1 Debrief

Learning Objective	Business Outcome
<b>Build Business Acumen</b>	<ul style="list-style-type: none"> <li>Understand the impact of individual decisions on overall branch-level performance.</li> <li>Recognize the need for alignment across business functions.</li> <li>Competitive analysis by price, market share, product-attributes,</li> </ul>
<b>Think Strategically</b>	<ul style="list-style-type: none"> <li>Longer-term business focus as opposed to shorter-term.</li> <li>Consider differences between customer-segments. Analyze the customer needs and wants. Measure customer satisfaction.</li> </ul>
<b>Understand Financial Statements and Ratios</b>	<ul style="list-style-type: none"> <li>Speak the language of finance.</li> <li>Understand the impact of individual decisions on the Income Statement, Revenue and Expenses, Return on Sales, and Return on Assets.</li> <li>Analyze Profitability, Conversion Ratios, Lead Sourcing, Rate Sheets and Adjustments, Servicing Revenues, and Origination Expenses.</li> </ul>
<b>Develop Leadership and Teamwork Skills</b>	<ul style="list-style-type: none"> <li>Improved ability to lead teams.</li> <li>Analyze staff levels and activities, and build competency levels.</li> </ul>

Although the final exam takes place in the real world, wouldn't it be nice if your team already had some of the answers?