

Custom Simulation Development

A Simulation of *Your Company*

Custom simulations offer the best way to educate decision-makers on the complexities of your business and marketplace. If you want your education and development initiatives to have a strategic impact on your organization, consider building a simulation of your company.

Participants Will Learn:

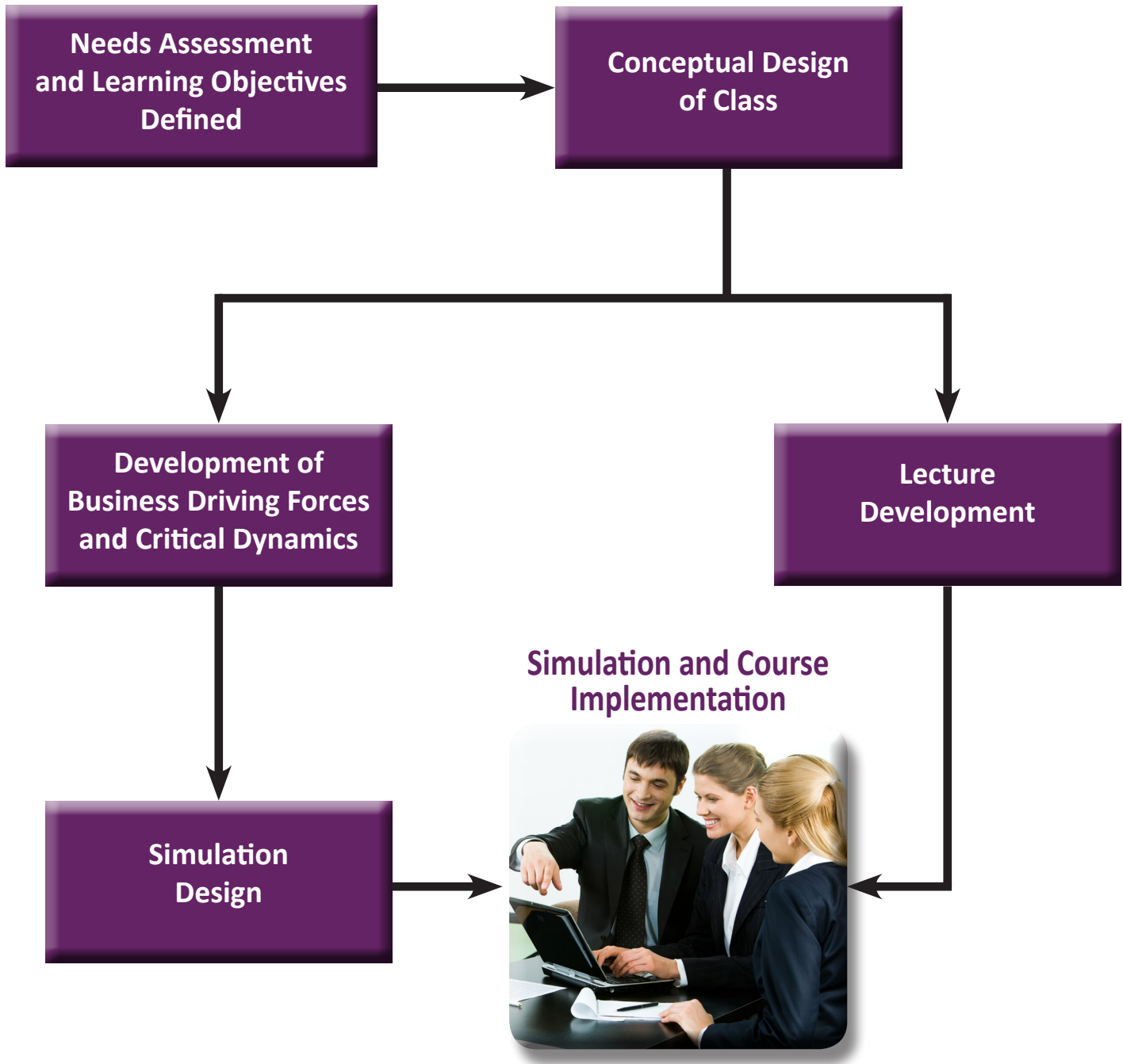
- How to apply proven business and management topics specifically to the management of your company.
- Business fundamentals, financial reporting, and how to drive profitability and success in your company.
- Leadership skills.
- New management performance metrics and tools.
- How to react to changing markets and competitive environments.
- Systems thinking and the importance of cross-functional communication and alignment between departments.
- How to think proactively and successfully manage a company under alternative market scenarios.
- Group decision-making skills and processes.
- Why your company's long-term plan and other strategic initiatives fit the company's mission.



When Does a Custom Exercise Make Sense?

- ✓ When people impact a significant portion of "success"
- ✓ When the external environment is dynamic and the organization needs to be able to respond quickly to change
- ✓ When the culture is one of continuous education and improvement
- ✓ When the leadership/business model has changed and these changes need to be quickly inculcated into the organization
- ✓ When the various parts of the business are highly interdependent and coordination/communication is paramount
- ✓ When the wrong conversations keep happening over and over
- ✓ When "long-term" means next quarter and there is no strategic understanding or consensus of future year's opportunities and threats

Simulation and Class Development Approach



Client Team Responsibilities

- Interviews
- Exercise Champion
- Content Experts

PriSim Team Responsibilities

- Partner with Client Team
- Build Computer Simulation
- Produce Lecture Models
- Deliver Classes