



## Surprise your PriSim® Course Attendees with Unexpected Business Challenges!

Take your business-simulation experience to the next level with PriSim's Disruptor Engine™. Add real-world, unexpected challenges to your existing team competition. Catalyze discussions of business issues and scenarios drawn from your company's real-world challenges.

The Disruptor Engine is an add-in software tool to augment PriSim's custom business simulations, adding a new dimension to attendees' experience.

Relevant, real-world business and ethical scenarios can be quickly added to any existing PriSim simulation.

Memos can be added at several points during the competition, reinforcing lectures and discussions.

### *Different ways to put the Disruptor Engine™ into action*

1. **Wording Changes to One of PriSim's pre-existing Memos:** Simple, quick, and inexpensive.
2. **Live Interaction With Mock Customers/Management Team:** Teams respond to the memo by giving a 3-5 minute presentation to a mock team of irate customers or management. Requires only minor modifications to simulation dynamics.
3. **New Simulation Dynamics:** Memo choices create new dynamics and decisions within the simulation. Additional customization to simulation is required.

### *Do you want your PriSim course to...*

- ☑ Focus on new, mission-critical challenges impacting your business?
- ☑ Expand participants' thinking to include new opportunities in the marketplace?
- ☑ Be tougher and more challenging for experienced participants?

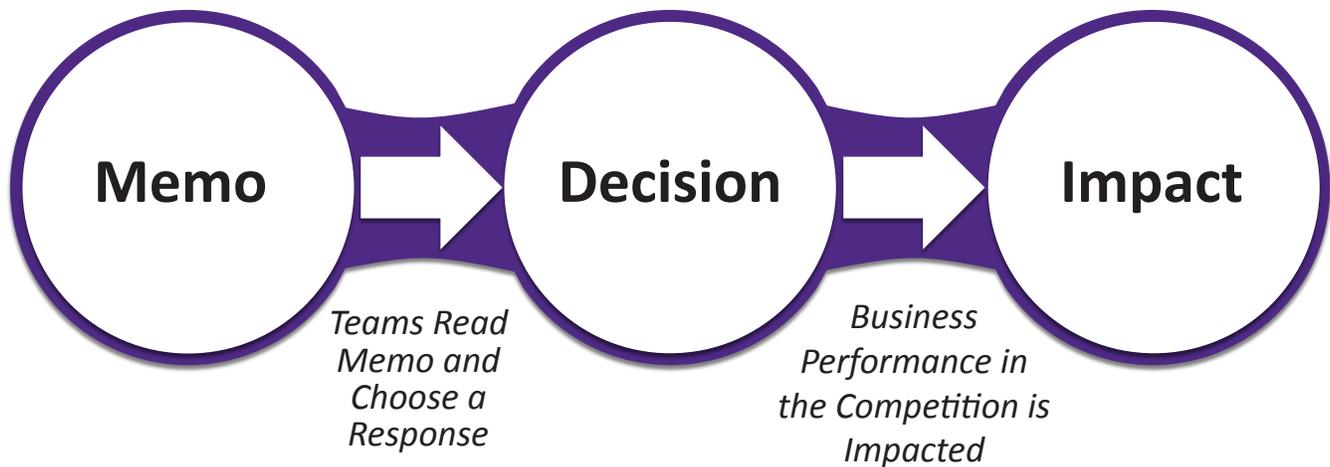
### *Here's how it works...*

- A memo with an **unexpected business challenge** is given to Teams at the beginning of a round.
- Teams read and discuss the memo scenario and **choose a response**.
- **Several possible responses** are presented on the Team's computer screen.
- Each Team's response impacts their **operating results, financials, and customer satisfaction**.
- The implications **produce lasting effects** on their results — and, ultimately, on how they handle challenging situations in the real world.

Teams' decisions in the Disruptor Engine impact market share, customer satisfaction, and profitability.



## The Process



### *PriSim's clients utilize the Disruptor Engine in different ways*

- **Leading Insurance Carrier:** In the middle of the Insurance Challenge!™ competition, a flood in a major city requires quick coverage and claims decisions.
- **Top-5 U.S. Insurance Carrier:** Teams prepare for a live meeting to communicate a strategy-change to an unhappy independent insurance agent — and feel the wrath if they don't measure-up!
- **Global Aerospace and Defense Company:** Teams decide whether to enter new international markets in the BizFighter™ aerospace and defense simulation. Opportunities open up to begin additional contracts.
- **Heavy-Equipment Dealership Network:** Teams encounter business challenges in several memos throughout the DealerSim™ simulation. New departments open and must be managed profitably.