

Business Laboratory

The Toughest Game You'll Ever Love

Be prepared to fail when you walk into a PriSim seminar. Be prepared to be frustrated, agitated and intimidated, too. But, more than anything, be prepared for an experience that is likely to be among the best and most important of your professional life.



PriSim Business War Games, a management education and consulting firm, conducts intensive business simulation exercises. PriSim has taught courses featuring business simulations for clients such as Raytheon, ADP, Chubb Insurance, Delphi Automotive, National Semiconductor, Harley-Davidson, and Northwestern University.

"It's just a software program, but within an hour this is your baby," said 2000 Future Leaders participant Douglas R. Bailey. "But it's only a game, and you can see how your actions affect the outcome of the company. It's a humbling experience, but it's a wonderful program."

PriSim's program pairs an interactive, computer-based business simulation with theory-based lectures, exercises and discussions. It offers participants insight into many aspects of running a business that they wouldn't encounter in their daily work.

"Companies don't run successfully for the long term just because they have managers with deep technical and functional skills," says Jeff Lefebvre a Partner at PriSim. "They need to have people who are more broad-thinking, who have that five-mile-high view of the company."

The war game requires team members to work together, in competition against several other teams, to operate a "virtual" company. Teams must make decisions, over several simulated years, that will make their companies sink or swim.

Many teams flounder. The goal is to help them avoid the same fate with their real companies.

"Adults learn best by doing, not by 'being taught'," says David Semb, another PriSim Partner and faculty member at Northwestern University. "This lab allows attendees to practice the art of decision-making in a risk-free environment."

Mike Teeley

*Leadership Development Manager
Raytheon, May 2002*

"The PriSim exercise is the perfect tool for testing your business acumen. I am using the program to create the teachable moments that we need to develop our next generation of leaders. The instructor's ability to see the opportunities and take full advantage of them is remarkable. He makes the process work beyond what I have experienced in any other process leader.

The simulation is not only a business challenge it is an excellent tool for team building and something you don't want to quit. It's as close to the real thing as possible."

Phyllis Johnson

*Regional Sales Manager
Chicago Tribune, May 2002*

"This is one of the most challenging classes in the program. I like it because it really requires you to think about everything - customers, marketing, promotion, distribution, financial, and competition. But most importantly, I can see the result of my efforts - good and bad decisions. I want to win!"

Steve Anenen

*President, Transaction Systems
ADP Dealer Services, April 2002*

"The course was the right combination of both lecture and hands-on simulation. One of the greatest challenges ADP faces as an organization is insuring that our future leaders are skilled to handle tomorrow's business growth challenges. Your seminar stimulates many thought provoking business discussions. It provides each participant with the opportunity to discuss business options, make choices, and see the impact they have. The inner group dynamics and collaboration really accentuates real life experiences. Besides the general business rules you provide, the seminar also complements the human dynamics necessary in today's business world as it relates to a collaborative team environment. Most everyone I have talked to felt the program was very rewarding and a great learning experience. They left feeling it had taught something they can apply in a practical way today."



For more information please call
888-4-PriSim
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www.BusinessLaboratory.com