

HOW TO GET STARTED



1. Run An Existing Course!

We have several existing courses that can be customized to fit your needs. These courses each include a computerized simulation and lectures on Strategy, Finance, Metrics, Leadership, along with pen-and-paper exercises to reinforce learning points. In addition, many of our clients benefit by adding organization-specific lecture modules to further personalize the course.

Running an existing course is also an excellent way for those wanting a custom solution to get familiar with the process. Once you've experienced a course, you'll be in a better position to help drive the design of a more customized solution.

2. Develop Your Own!

If you are:

- ♦ Looking for a strategic/long-term impact on your organization
- ♦ Beginning to discover that none of the other existing simulations available are focused enough on your specific industry
- ♦ Itching to do more than just "train"!!

Then you are in luck! PriSim can work with you to create a custom course based upon your own business dynamics and marketplace that will meet your unique needs!

PARTIAL LIST OF PRISIM'S CLIENTS

ADP Dealers Services

Chubb Insurance

Delphi Automotive

Freddie Mac

Harley-Davidson

Mortgage Bankers Association of America

National City Mortgage

National Semiconductor

National Software Testing Laboratories

PNC Mortgage

Raytheon Company

Rodale Press

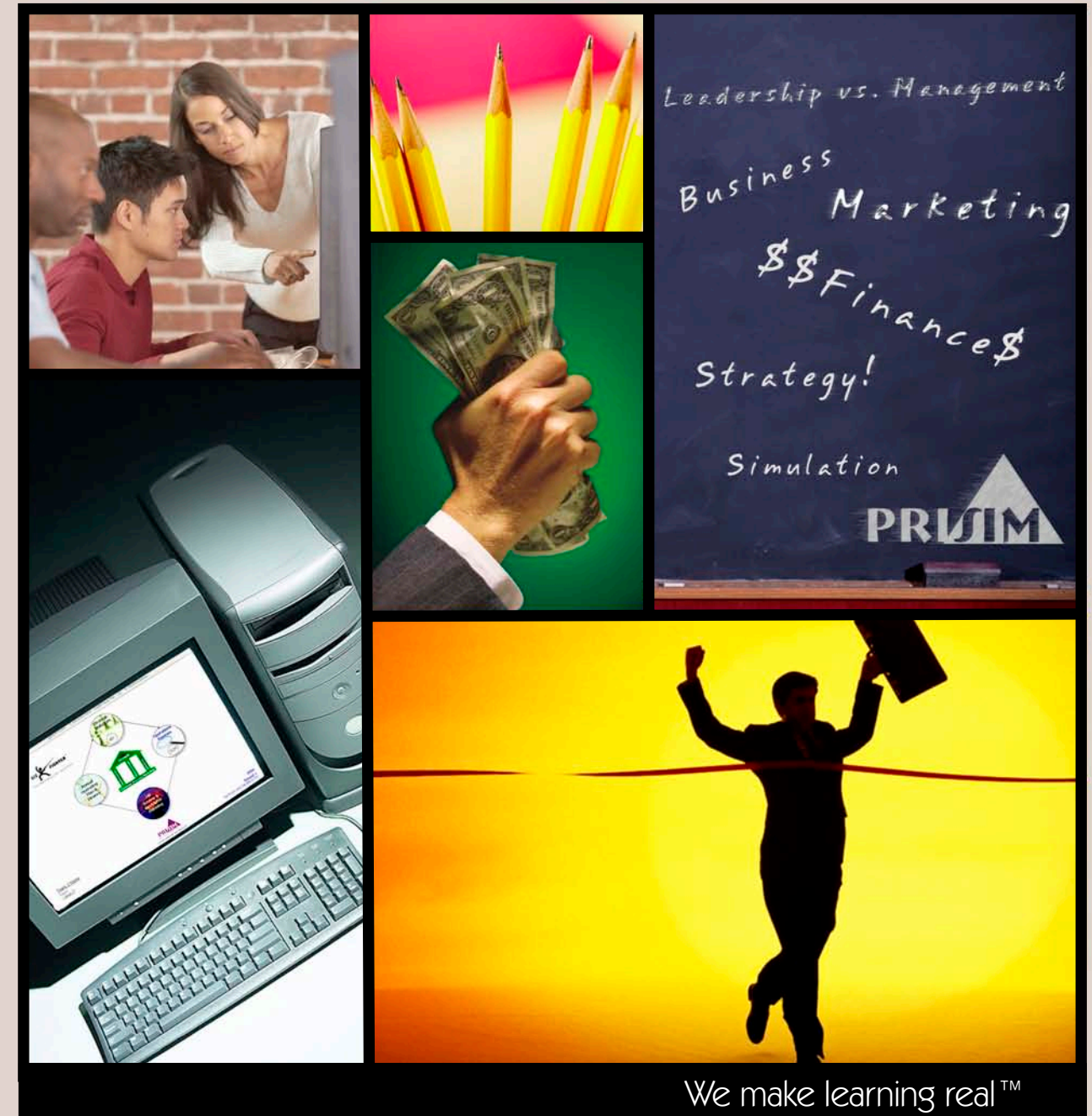
St. Paul Travelers

State Farm

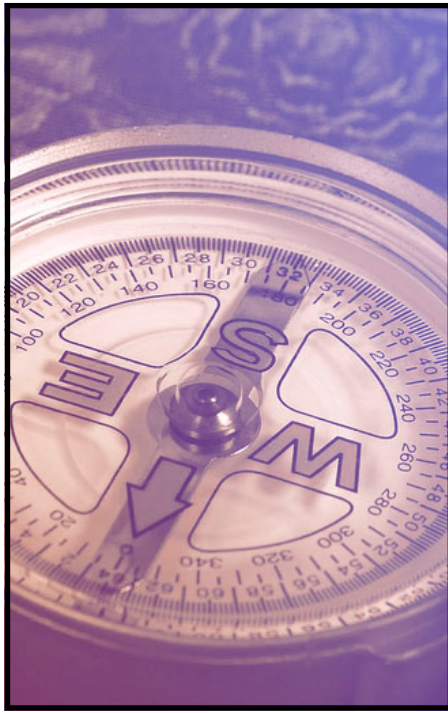
United Technologies Corporation

Washington Mutual

See things differently, think differently™



WHO IS PRISIM?



At PriSim Business War Games, our goal is to help our clients improve decision-maker's business acumen, strategic thinking, and financial awareness. We accomplish our mission by developing and conducting live seminars that combine computerized business simulations with classroom lectures, exercises, and discussions. Our client list is made up of top companies across many industries: companies that are focused on developing their most critical strategic resource - the knowledge capital of their people!

PriSim's simulations are customized to reflect each client's unique business

model, and are delivered in an onsite course. Our classes, typically three days in length, serve as a business laboratory where skills are built, where new ideas are tested, and where strategies are practiced in a "what if" environment that is extremely effective for learning and for change.

PriSim is an innovative corporate partner; we deliver customized educational tools built around your company's business model and focused on your specific learning objectives. In addition, we are committed to grow with you as your educational requirements change and evolve.

At **PRISIM**, we make learning real!™

WHY CHOOSE PRISIM?

Our skill and experience at developing and delivering interactive business simulation-based courses make us the partner of choice to take your training program to the next exciting level!

CUSTOMIZATION and PARTNERING - We use your language, highlight the specific challenges in your industry, and teach your company's model of business. If you feel that a generic business simulation of a "widget" manufacturer or lemonade stand is too simplistic for development of your key decision-makers, consider a custom simulation of your business. PriSim is a leading developer of customized business simulations for both service and manufacturing companies.

TURNKEY COURSES - PriSim's courses are complete and ready-to-run. Our courses include the instruction itself as well as the participant guides, lecture materials, and hands-on exercises that serve to integrate and expand beyond the simulation experience.

OUTSTANDING INSTRUCTION - PriSim instructors are experienced consultants with a minimum of 20 years in business. They combine this experience with a passion for teaching to deliver unforgettable educational exercises. In addition to teaching corporate audiences, most instructors are on the faculty in professional Masters Programs such as the Masters of Engineering Management and the Masters of Communication Systems Strategy and Management at Northwestern University.

LEARN THROUGH DOING - Studies show that if people see, hear and try new ideas, retention rates increase dramatically. PriSim's exercises actively engage participants in the learning process. We understand that true engagement requires more than just software; it requires a relevant, engaging agenda, focused content that is relevant to the real world, and outstanding process facilitation.

WHAT IS A BUSINESS SIMULATION?

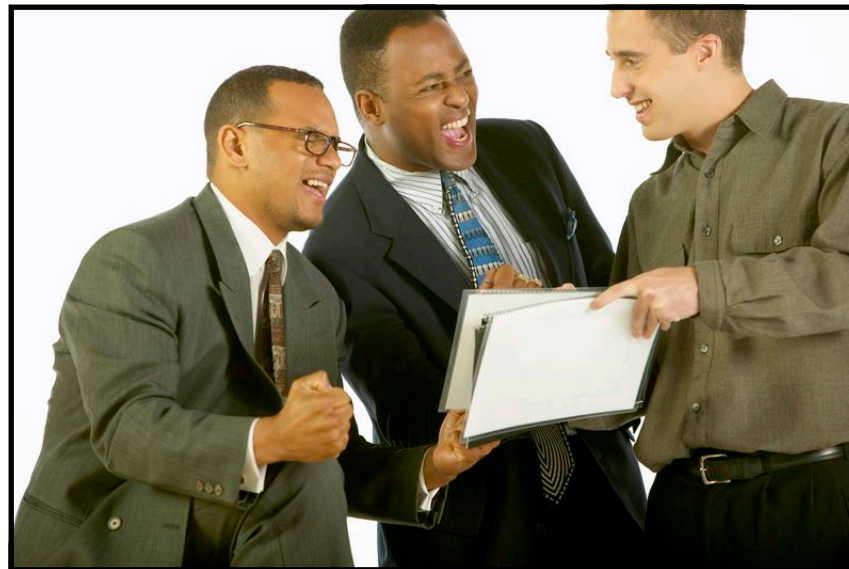
The heart of each PriSim course is a computerized business simulation - an intensive, engaging competition between "virtual" companies, managed and led by teams of participants for several simulated years. In the simulated marketplace, teams vie for profits, market share, and customer satisfaction. As competitors make strategic moves, and as customer's values change, course participants must act as "CEO for the Day" and quickly make decisions across many strategic and tactical areas.

In addition to the business challenge created by the simulation, course instructors cement core business principles in a series of lectures and discussions. These discussions are conducted between the decision rounds of the multi-day competition.

Each PriSim course creates a risk-free environment: a laboratory setting where your company's decision-makers and future leaders can literally see the impact that their actions and decisions have on business results!

The key learning objectives of a PriSim course include:

- ◆ Business Acumen
- ◆ Strategic Thinking
- ◆ Finance and Financial Analysis (the reports and metrics)
- ◆ Leadership versus Management
- ◆ Marketing and Customer Segmentation
- ◆ Cross-Functional Decision-Making and Alignment (knowing the "whole" business)
- ◆ Teamwork and Group Dynamics
- ◆ Competitive Analysis



BUSINESS BENEFITS:

◆ **Educate** decision-makers on critical business fundamentals including:

◆ **Strategy & Long-term Positioning** (mission, objectives, goals, strategies)

◆ **Finance** (Income Statement, Balance Sheet, Cash Flow Statement)

◆ **Financial Ratio Analysis** (margins, ROA, ROE, leverage)

◆ **Marketing** (segmentation, targeting)

◆ **Cross-functional Decision-Making** (integrated business thinking, alignment)

◆ **Teams** (group decision-making, team dynamics)

◆ **Competitive Analysis** (positioning, capabilities)

◆ **Operations** (fixed and variable costs, capacity, investment)

◆ **Communicate** and increase buy-in of long-term plans and strategic initiatives

◆ **Develop** leadership skills and teamwork

◆ **Introduce** decision-makers to new performance metrics and tools

◆ **Increase** cross-functional communication by building a shared model of the business

◆ **Instill** proactive thinking so that decision-makers are better prepared to be successful within changing market scenarios

◆ **Demonstrate** how functional-level and department-level decisions impact other functional areas and the company's bottom-line

◆ **Reinforce** the need to constantly assess the strengths and weaknesses of your company, and the opportunities and threats in the marketplace

◆ **Provide** an opportunity for participants to explore the cause and effect relationships between operational decisions, financial statements, and the creation of economic value

"Executives learn best by doing. PriSim Business War Games has measurably enhanced our training programs for media executives by presenting them with simulated business challenges where their management decisions have high fidelity outcomes.

Whether acquiring and running a magazine or rescuing a failing online business, our program participants tackle problems they will surely face in real life, all in a risk-free learning environment. PriSim's business knowledge, skill at facilitation and user-friendly software make them the premier provider of business simulations."

Drew Davis
Director of Seminars,
MMC Northwestern
University