

## BTS Manufacturing Simulation

**Learn, practice and apply the necessary business skills to lead a manufacturing business to success**

### Audience

- Front-line to mid-level manufacturing managers to build business and financial acumen
- Professional service or sales professionals seeking to gain competitive advantage by intimately understanding their customers' business

### Business Simulation Overview

The BTS Manufacturing Simulation is a 1-Day experience featuring a highly engaging board simulation of a manufacturing company operating in a competitive environment. Participants work together as teams to design, sell, produce and distribute products and follow-on services for their simulated company. They experience realistic situations and make decisions that will directly impact the performance of their company. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage a business more effectively and efficiently. Participants receive feedback at the end of each simulation round. Their success is based on how well they meet Growth, Earnings per Share, Customer Satisfaction and Employee Satisfaction objectives.

### Learning Outcomes

The BTS Manufacturing Simulation will enable participants to:

- Articulate the key strategic and financial challenges facing a typical manufacturing company
- Leverage voice of the customer to identify market trends and transform product and service offerings
- Impact business and financial levers to maximize their company's performance
  - o create accurate and actionable forecasts
  - o manage the company's marketing mix
  - o Balance cost of service and customer experience
  - o negotiate with suppliers to gain competitive cost advantages
  - o improve logistics (shipping, handling, restocking costs)
  - o implement operational excellence initiatives
  - o manage account receivables and inventory turns
  - o maximize asset velocity
- Invest in and maintain IT systems to maximize the experience of key stakeholders

The BTS Manufacturing Simulation is designed to be experienced as a comprehensive program that can run as a stand alone or be integrated as a broader course offering. It includes know-how sessions, debriefs, group discussions, problem solving exercises and action oriented team activities that further reinforce the principles and skills that lead organizations to success. Train-the-trainer options are available.

For more information please visit [www.bts.com](http://www.bts.com) or call (203) 316-2740

## About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit [www.bts.com](http://www.bts.com).

## Sampling of other BTS Clients

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- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser