

# Business Simulations: Why Are They Effective?





## **BUSINESS SIMULATIONS: WHY ARE THEY EFFECTIVE?**

You're buckling in for an overseas flight in a brand-new Boeing 777. The pilot comes on the PA:

" Ah, ladies and gentlemen, our flight time today will be six and a half hours at a cruising altitude of 33,000 feet. And I should mention that this is the first time I have ever flown a 777. Wish me luck."

Before setting foot in the real world, pilots, military personnel and disaster response teams use intense simulations to learn how to respond to high-intensity challenges.

Why should we place corporate leaders and their teams in situations without first giving them a chance to try things out? The risks are huge — new strategy investments can run into the hundreds of millions of dollars. BTS offers a better way: customized business simulations.

## **'NOW I KNOW WHAT IT'S LIKE TO BE CEO'**

A customized business simulation of your enterprise, business unit or process, using real-world competitive dynamics, places leaders in a context where they step out of their normal day-to-day roles and gain exposure to the big picture. Participants make decisions in a risk-free environment, allowing them to experience critical interdependencies, execution best practices and the levers they can use to optimize their company's key performance indicators.

Leading corporations are increasingly turning to business simulations to help build strategic alignment and execution capability when faced with the following business challenges:

- Key performance objective and new strategy implementation.
- Accelerating strategy execution and innovation.
- Improving business acumen and financial decision making.
- Transforming sales programs into business results accelerators.
- Leadership development focused on front-line execution.
- Implementing culture change as tied to strategy alignment.
- Modeling complex value chains for collaborative cost elimination.
- Merger integration.

Within minutes of being placed in a business simulation, users are grappling with issues and decisions that they must make — now. A year gets compressed into a day or less. Competition among teams spurs engagement, invention and discovery.

### **THE BUSINESS SIMULATION CONTINUUM: CUSTOMIZE TO FIT YOUR NEEDS**

Simulations have a broad range of applications, from building deep strategic alignment to developing execution capability. The more customized the simulation, the more experience participants can bring back to the job in execution and results.

Standard or off-the-shelf business simulations can be tailored for similar impact.



## 10 ELEMENTS OF HIGHLY EFFECTIVE BUSINESS SIMULATIONS

With nearly 30 years of experience building and implementing highly customized simulations for Fortune 500 companies, BTS has developed the 10 critical elements of an effective business simulation:

1. Highly realistic with points of realism targeted to drive experiential learning.
2. Dynamically competitive with decisions and results impacted by peers' decisions in an intense, yet fun, environment.
3. Illustrative, not prescriptive or deterministic, with a focus on new ways of thinking.
4. Catalyzes discussion of critical issues with learning coming from discussion within teams and among individuals.
5. Business-relevant feedback, a mechanism to relate the simulation experience directly back to the company's business and key strategic priorities.
6. Delivered with excellence: High levels of quality and inclusion of such design elements as group discussion, humor, coaching and competition that make the experience highly interactive, intriguing, emotional, fun, and satisfying.
7. User driven: Progress through the business simulation experience is controlled by participants and accommodates a variety of learning and work styles.
8. Designed for a specific target audience, level and business need.
9. Outcome focused, so that changes in mindset lead to concrete actions.
10. Enables and builds community: Interpersonal networks are created and extended through chat rooms, threaded discussions and issue-focused e-mail groups; participants support and share with peers.

## **BETTER RESULTS, FASTER**

Well-designed business simulations are proven to significantly accelerate the time to value of corporate initiatives. A new strategy can be delivered to a global workforce and execution capability can be developed quickly, consistently and cost-effectively. Back on the job, participants own the new strategy and share their enthusiasm and commitment.

## **BUSINESS SIMULATIONS EVEN MORE POWERFUL IN COMBINATION**

Comprehensive deployment of business simulation and experiential learning programs combines live and online experiences. The deepest alignment, mindset shift and capability building takes place over time through a series of well-designed activities. Maximize impact by linking engagement and skill building to organizational objectives and by involving leadership throughout the process.

## **PUTTING BUSINESS SIMULATIONS TO WORK**

Simulations drive strategic alignment, sales force transformation, business acumen, financial acumen, and leadership development, among other areas. A successful experiential learning program cements strategic alignment and builds execution capability across the entire organization. Results can be measured in team effectiveness, company alignment, revenue growth and share price.

## About BTS

### **BTS—The Global Leader in Strategy Alignment and Execution**

BTS creates powerful experiences that help leaders build the future of their business. We focus on the people side of strategy, helping the world's leading companies turn strategy into results. With decades of experience, we bring strong business and industry expertise to every client and achieve significant impact. We know customization is important to achieve the best results for our clients – increased sales, revenue growth, more-effective leaders, or better customer experiences – so we have the people, processes and technology to do it right. At our core, we believe people learn best by doing. As the world leader in simulating new strategies and ways of working, BTS empowers leaders and teams to make decisions that take their companies further, faster. It's strategy made personal.

BTS is a global professional services firm headquartered in Stockholm, Sweden, with approximately 400 professionals in 32 offices located on six continents. BTS develops the sales, business acumen and leadership skills necessary for superior strategy execution through the use of business simulations and experiential learning. Partnering with nearly 450 organizations, including over 30 of the world's largest corporations, BTS's major clients are some of the most respected names in business: Anglo American, AT&T, Chevron, Coca-Cola, Ericsson, HP, Rio Tinto, Sony, Telefonica and Unilever.

BTS is a public company listed on the NASDAQ OMX Stockholm and trades under the symbol [BTS B](#).

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



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