

# BTS CUSTOMER SIMULATIONS



*Understand Key Trade-offs, trends, and challenges businesses face while maximizing profitable growth.*

## Program Benefits

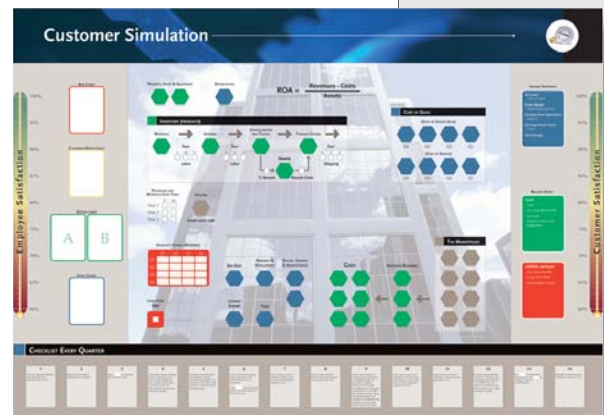
The BTS CUSTOMER SIMULATIONS employ a unique approach to learning, placing participants in a number of challenging, realistic scenarios. By reasoning through these scenarios, participants draw on their experiences as well as those of their peers. One former participant called it, “The best training program that I have ever attended, perfectly lined up with the companies’ objectives.” Others felt it helped them understand the impact of their decisions on the bottom line and changed the way they think about everyday activities.

What is simulation?

Simulation is “learning by doing.” It promotes discovery learning by helping participants become completely involved in a realistic scenario, leading to greater understanding and retention. It supports a concept attributed to Confucius: “Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.” BTS board simulations actively involve participants in their own learning, thus greatly increasing the understanding and retention level for information covered in the programs. BTS sees simulation as a fundamental tool to promote improved individual and organizational performance, thus helping ensure the success of any business initiative.

BTS CUSTOMER SIMULATIONS help individual participants:

- Facilitate an increased focus on improved financial performance and understanding of key value drivers.
- Provide an improved market orientation and customer awareness.
- Enhance cross-functional and cross-business effectiveness through improved collaboration and communication.
- Create understanding and stimulate discussion around important challenges faced by the organization.



BTS CUSTOMER SIMULATIONS help the organization:

- Improve credibility with clients by understanding the key factors and considerations driving their decisions.
- Identify opportunities through a more thorough understanding of the interdependencies in the market value chain.
- Conduct relevant and insightful conversations with clients about industry trends and the implications of those trends on their businesses.
- Solve business problems by aligning offerings and assets with the client’s challenges.
- Describe commercial value of solutions in the same language and with the same understanding as your clients.



## Program Description

The BTS CUSTOMER SIMULATIONS are generally one-day programs that introduce the key challenges and business drivers of specific markets. The simulation is an interactive learning experience, placing participants in realistic, problem-solving scenarios. Given the opportunity to reason through these situations, participants learn, practice, and apply behaviors and skills designed to enable them to manage a business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback at the end of each simulation session or performance analyses each year.

These board simulations are developed for the following industries, addressing issues and solutions specific to their fields. These board simulations can easily be customized to different clients working in different industries.

- Capital Markets
- Banking
- Chemical
- Consumer Goods
- Retail
- Electronics
- Energy and Utilities
- Hospital
- Insurance (Life and P&C)
- Travel and Transportation
- Telecom
- Manufacturing
- Energy and Gas
- Energy and Oil
- Government Service

## Program Flow

The BTS CUSTOMER SIMULATIONS are designed to be experienced either as a stand-alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem-solving exercises and team activities that further reinforce the principles and skills that lead the organization to success.

## Audience

- Managers and employees in the industry
- Provide employees with an improved understanding of where their role fits into the big picture and where they can have the greatest impact on the bottom line, improving strategic alignment and decision making.
- Sales organizations and account teams with companies in the industry as major clients
- Maximize effectiveness and confidence of consultants and salespeople working with the industry clients. With an enhanced understanding of the pain points, trade-offs, and trends faced by their clients, those working with the industry are better able to understand and describe the value created and business problems solved by their solutions, using the client's own language.