



The Chemical Business Simulation

Build Industry Understanding to Compete in this Demanding Marketplace

A critical component in virtually every product, chemicals play an important role in everyday life. However, the chemical industry is experiencing major changes.

To help companies compete in this highly competitive global business, BTS has developed The Chemical Business Simulation. Through this high-impact experience, participating employees develop industry understanding, work with key business drivers and challenges of the chemical business, and develop the capabilities necessary for success.

The Program at a Glance

In The Chemical Business Simulation, employees assume the role of the senior leadership at a simulated global chemical company engaged in the manufacturing and sales of a broad portfolio of chemicals, plastics and fibers. In a one-day, board-based simulation, participants are introduced to the key challenges and business drivers of the chemical business.

Key Issues Covered in the Simulation

Through three simulation rounds, participants compete in teams, draw on their experience, and confront macro- and microeconomic challenges facing the chemical industry. Participants practice real-world decision-making in a risk-free environment.

The following are key topics and decision making tradeoff that are covered within the business simulation:

- Volatile feedstock prices
- Capital intensive, high fixed cost operations
- Cyclical demand
- Commodity versus differentiated product pricing
- Inefficient operations and high capital cost of upgrades
- Environmental and safety concerns

Target Audience

The Chemicals Business Simulation is intended for two primary audiences:

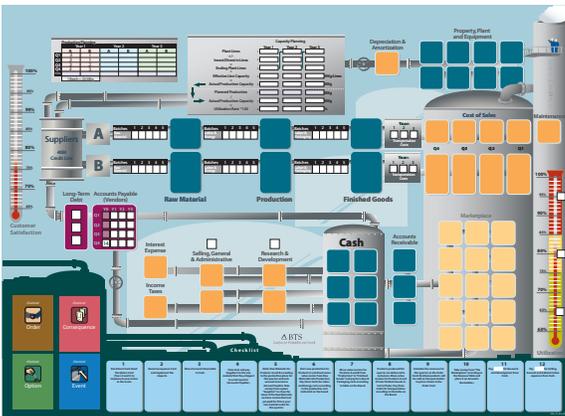
- Individual contributor to Director-Level employees within the chemical business
- Organizations with major clients operating in the industry

Workshop Objectives

After successfully completing the program, participants gain a deep understanding of the chemical industry and its dynamics, general trends and business challenges; how these factors relate to individual roles, day-to-day operations and the company's success; and the relating decisions that drive results.

Through The Chemicals Business Simulation, participants will have the capabilities to:

- Understand the chemical value chain and the critical business interdependencies where value creation occurs
- Discover and leverage the most important drivers of profitability
- Recognize the connection between products and services and customers specific business goals and objectives
- Discuss the trends and challenges facing the industry and translate the key information into proactive forecasting and strategic decision-making



Implementation and Customization

The Chemical Business Simulation includes know-how sessions, debriefs, group discussions, problem solving exercises and action-oriented team activities for further reinforcement. To maximize relevance and ensure application, the simulation can be highly customized to meet a client's specific business objectives and strategic priorities. Customization includes nearly all aspects of the simulation including, terminology, business structure and issues, key performance indicators, and learning objectives.

The Chemical Business Simulation can be used as a standalone program or supplemented with additional solutions to reinforce the skills most critical to a company's specific needs. To achieve the full impact of the design, the recommended implementation process includes pre-work, a pre-meeting with managers, the core workshop, and rigorous post-program coaching.

Experiential Learning that Delivers Key Results

Through The Chemical Business Simulation, participating employees recognize the drivers of key performance indicators and have an overall big picture understanding of the industry, the company and the critical interrelationships. The best practice is for participant's managers to meet with the participants ahead of the session, so they can draw a

line of sight to the intended outcomes and manage accountability for application on the job. Armed with improved capabilities and actionable items, participants accelerate results once back on the job.

About BTS

BTS focuses on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences™ that have profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

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