



Industry Business Simulations Overview

Building the Critical Industry Expertise Necessary for Success

No industry is the same. Business models, competitive dynamics and strategic challenges vary dramatically from one industry to the next. Sweeping forces in today's business environment are accelerating the pace of change. To succeed, a deep understanding of industry fundamentals, key challenges and trade-offs, and financial levers are critical for managers and employees.

BTS has developed **Industry Business Simulations**, a series of high impact, experiential learning programs designed to provide a holistic perspective of a specific industry.

The Program at a Glance

Industry Business Simulations enable participating employees to experience the competitive dynamics, general trends, business challenges, interdependencies and profitability drivers that are unique to their industry. These one-day sessions leverage high impact, board-based business simulations.

Through the program, teams of four to six participants manage a simulated company and practice real-world decision making in a risk-free environment. Participants receive feedback and analysis of the outcomes of their decisions and strategies. Know-how sessions reinforce critical capabilities and provide new tools and frameworks to optimize performance. In the end, participants develop action plans to apply back on the job and drive results.

Key Issues Covered in the Simulations

During the high-impact experience, participants assume the role of the senior leadership at a simulated company and are challenged to

collaborate in teams, confront industry-specific challenges, and navigate the following real-world issues:

- Strategic investments
- Resource allocation
- Go-to-market value proposition
- Capacity and supply chain trade-offs
- Short versus long-term decisions
- Fork-in-the-road choices
- Unexpected real world events

Through building critical industry understanding, participants are able to identify key profitability drivers and industry dynamics, how day-to-day operations connect to overall company goals, and how their individual role contributes to the company's success.

Workshop Outcomes

Through an Industry Business Simulation, participants:

- Understand the interdependencies in the industry ecosystem and how key players create value and influence one another
- Inhabit the executive mindset, understand industry terminology and how the industry sector business is run
- Articulate the key strategic priorities, financial levers and challenges facing the industry
- Identify the critical decisions made on a day-to-day basis, the inputs, outputs, impacts & implications of those decisions, and how market changes implicate decision making
- Engage in informed discussions about the industry with a true appreciation of the business and a point of view on how and why market trends impact the industry sector ecosystem
- Develop an action plan to apply the knowledge and capabilities back on the job and drive results

Target Audience

- Chemicals
- Consumer Goods
- Hospital
- Life Insurance
- Manufacturing & Services
- Oil & Gas
- Pharmaceuticals
- Property & Casualty Insurance
- Retail

Implementation and Customization

Industry Business Simulations include know-how sessions, debriefs, group discussions, problem solving exercises and action-oriented team activities. To maximize relevance for participants and ensure application, the simulations can be tailored or highly customized to the client's business and strategic priorities. Customization can include nearly all aspects such as, the industry terminology, business issues, key performance indicators, and learning objectives. Most often the scenarios are representative of real company stories identified during the customization process.

Additional programs can also be supplemented 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.

Experience that Deliver Results

Through an Industry Business Simulation, managers and employees have a complete understanding of the profitability drivers, and an overall big picture understanding of the industry, the company and the interrelationships. The best practice is for the participant's managers to meet with them ahead of the session, so they can draw a line of sight to the intended outcomes and manage accountability for application. Armed with actionable items, participants drive results once back on the job.

The impact is profound. Typical BTS business simulations deliver a 10-12 times return on investment.

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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