



## The Manufacturing Business Simulation

Industry Understanding Builds Competitive Advantage

To help companies compete in the highly competitive, demanding and evolving global manufacturing & services marketplace, [BTS](#) has developed **The Manufacturing & Services Business Simulation**. Through the high-impact program, participating employees develop industry understanding, experience the key business drivers and challenges of a manufacturing business offering service contracts.

### The Program at a Glance

In the Manufacturing & Services Business Simulation, employees assume the role of the senior leadership at a simulated company operating in a competitive market. Managing the company over three simulated years, participants compete in teams to design, sell, produce, and distribute products and follow-on services. Confronting macroeconomic and microeconomic challenges, they are challenged to grow revenues, earnings per share, customer satisfaction and employee satisfaction objectives.

### Key Issues Covered in the Simulation

In the one day, board-based [business simulation](#), small teams collaborate, build fundamental capabilities, and practice real-world decision making in a risk-free environment as they reason through the following realistic scenarios:

- Maximize the flow of raw materials
- Minimize rework and inventory levels but meet demand
- Manage costs and manufacturing to maintain or improve margins
- Maximize service utilization rates
- Implement continuous operational improvements
- Achieve product differentiation through packaging, marketing and innovation

In the end, participants receive feedback and analysis of their decisions and strategies and form action plans to apply back on the job.



### Workshop Objectives

After successfully completing the high-impact experience, participants are able to understand manufacturing industry 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 Manufacturing & Services Business Simulation, participants will have the capabilities to:

- Articulate the key strategic and financial challenges facing a manufacturing company
- Impact business and financial performance through understanding key value drivers
- Apply market orientation and customer awareness
- Enhance cross-functional and cross-business effectiveness through improved collaboration and communication

### Audience

The Manufacturing & Services Business Simulation is intended for two primary audiences: all managers and employees at manufacturing companies and service organizations operating in the industry. 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.

### Implementation and Customization

The Manufacturing & Services Business Simulation includes know-how sessions, debriefs, group discussions, problem solving exercises and action-oriented team activities for further reinforcement. The simulation can be used as a standalone workshop 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 Manufacturing & Services 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. 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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