



The Utility Business Simulation

Build Industry Understanding to Succeed in this Demanding Marketplace

Navigating shifting regulatory requirements, fluctuating demand and volatile commodity costs, regulated utilities are seeing major changes in the industry.

To help companies succeed in this demanding business, [BTS](#) has developed The Utility Business Simulation. Through this high-impact program, participating employees develop industry understanding, experience the key business drivers and challenges of the utility business, and develop the capabilities necessary for success.

The Program at a Glance

The Utility Business Simulation is an engaging, one-day program that enables participating employees to lead a simulated utility company. Managing the entire industry value chain, employees work to implement their strategy and prioritize investments while navigating challenging and realistic scenarios. Faced with relevant business issues, participant teams strive to maximize profitability, manage internal and external stakeholders, and improve safety, reliability and customer satisfaction. At the end of the experience, participants develop action plans to apply back on the job.

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 utility industry. Participants practice real-world decision-making in a risk-free environment.

"The Utility Business Simulation provided a valuable example of how money flows through the company and the big variables affecting the industry."

- BTS Participant
Testimonial

The following key topics and tradeoffs are covered within the business simulation:

- Understanding how a regulated utility company makes money
- The tradeoffs between operational expenses and capital expenditures
- Recognizing the levers available to drive greater customer satisfaction in addition to reliability
- Appreciating the trade-offs between all stakeholders: customers, regulators, shareholders, employees, local and national politicians
- Managing and improving interactions with stakeholders while maintaining a focus on safety
- The challenges associated with risk and the need for appropriate risk-taking

Target Audience

The Utility Business Simulation is intended for two primary audiences:

- Individual contributor to director-level employees within the utility business
- Professional services and sales organizations with major clients operating in the industry

Workshop Objectives

After successfully completing the program, participants gain a deeper understanding of the utility industry, its dynamics, general trends and business challenges. They connect these factors to individual roles, day-to-day operations and the company's success, seeing how their decisions help drive results.

Through The Utility Business Simulation, participants will have the capability to:

- Articulate financial fundamentals and how a utility earns revenue and profit
- Balance tactical and strategic decisions to drive company profitability
- Align individual roles and decisions with the company's strategic objectives
- Implement action plans back on the job to drive company performance improvements

Implementation and Customization

The Utility 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 fully 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 Utility Business Simulation can be used as a standalone program or supplemented with additional program components 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 to manage accountability for application on the job.

Experiential Learning that Delivers Key Results

Through The Utility Business Simulation, participating employees recognize the drivers of key performance indicators and gain a big picture understanding of the industry, the company, and their role in the organization's success. Armed with improved capabilities and actionable items, participants can accelerate results 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.

For more information, please visit www.bts.com.

