

# STRATEGY UNDERSTANDING BOOSTER

The digital business model of an online comparison portal requires tactical and strategic farsightedness particularly of its leading executives. The innovative learning concept of the TOPSIM – Strategy Simulation makes the future tangible and prepares participants for additional management tasks.



## CLIENT CHALLENGE

- ▶ The Internet company with more than 800 employees supports consumers in search of telecommunications, insurance, travel and energy.
- ▶ In addition to the fundamentals of financial management, the company is looking to convey the interaction of management tools and techniques to its high potentials.
- ▶ A further focus lies on the integrated design and control of market entry processes – from product development to implementation and market entry.
- ▶ Through an interactive seminar concept, holistic entrepreneurial thinking and acting is trained in a multiperiod decision-making process.



## OUR SOLUTION

- ▶ Based on the TOPSIM – Strategy Simulation, a customized blended learning seminar concept was specifically developed. It includes two face-to-face seminar days in the headquarter as well as five cloud-based online modules.
- ▶ Within the framework of this TOPSIM – Strategy Simulation, the employees, in the role of Executive Directors, make decisions in various business areas. By analyzing different financial ratios they can realign their virtual company in a volatile environment and in direct competition with their colleagues.
- ▶ As the decision complexity gradually increases, the participants have to decide on expanding into different world regions, various distribution channels and to define a sustainable capacity utilization planning.



## VALUE FOR THE CLIENT

- ▶ Within teams, the participants design and map out their holistic understanding of value drivers, their strategic orientation and their corporate vision.
- ▶ They develop their individual globalization strategies based on SWOT, environmental and location analyses.
- ▶ The participants deepen their knowledge of strategic controlling. They analyze and interpret the short- and long-term effects of their decision-making on their company using KPIs and control variables.
- ▶ The participants implement their strategy across various global and local decision-making dimensions over several business years.



## FORMAT

- ▶ TOPSIM – Strategy Simulation
- ▶ Blended Learning Seminar Concept
  - 1 Day Classroom Kick-off
  - 5 Online Decision Cycles over 5 weeks
  - 1 Day Classroom Closing Session



## IMPACT

- ▶ *100% of the participants got a better understanding of complex business interconnections.*
- ▶ *100% of the participants said that this training was a (very) worthwhile investment of their time.*

BLENDED

CUSTOMIZED

ONLINE-PORTAL

LEADERSHIP DEVELOPMENT