

GAMIFIED
approved

USE YOUR TIME EFFECTIVELY!

Online seminars with TOPSIM

BENEFITS OF ONLINE SEMINARS WITH TOPSIM

Why TOPSIM?

- ▶ Anytime and anywhere, web-based (fully online)
- ▶ Interactive learning experience (makes learning more sustainable)
- ▶ Easy to integrate into daily work routine
- ▶ Intrinsic motivation to learn through competitive framework



Key content

- ▶ Strategy: Develop most relevant work related competencies
- ▶ Operational: Optimize processes and increase performance
- ▶ Develop action-related competencies



Flexibility and Modularity

- ▶ Can be delivered in any language
- ▶ Individual conception, customized design for your learning needs
- ▶ Hands on and interactive learning experience
- ▶ Immediate feedback, debriefs and reflection
- ▶ High relevance, measurable learning transfer



Singleplayer (self-paced)

- ▶ More cost effective (no instructor needed)
- ▶ Asynchronized formats – learning at your own speed
- ▶ Scalable across the whole organization
- ▶ Multiple rounds assure highly effective learning transfer



STRATEGY

- ✓ Strategy setting and execution
- ✓ Business Strategy
- ✓ Business Acumen
- ✓ Acting and deciding responsibly
- ✓ Decision making in a VUCA environment
- ✓ Transformation and Change
- ✓ Cross-silo leadership
- ✓ Engaging in a high growth strategy

OPERATIONS

- ✓ Business for technical executives
- ✓ Process optimization
- ✓ Performance management
- ✓ Finances for non-financial managers
- ✓ Digital transformation
- ✓ The manager's role in strategy execution
- ✓ Situational leadership
- ✓ Management Basics

SAMPLE CONCEPT STRATEGY

| time in h. | Phase |
|------------|---|
| 1 | Kick-Off: Participant will be given an overview of the story of the management simulation and an introduction to working with the cloud interface |
| 2 | Self-paced: PP make their decisions for the 1st period together |
| 0.5 | Via webinar: Instructor gives a virtual evaluation via screensharing |
| 2 | Self-paced: PP make their decisions for period 2 |
| 0.5 | Via Webinar: Evaluation of period 2 + input |
| 2 | Self-paced: PP make their decisions for period 3 + additional task |
| 7-12 | Same procedure for periods 3-6/8 |
| 2 | Self-paced: Decisions periods 6/8* |
| 1.5 | Self-paced: PP prepare for shareholder meetings at which they must reflect and justify their strategy and decisions |
| 2 | Via webinar: presentation shareholder meeting virtually |
| 1 | Via webinar: Evaluation p6/8 and award ceremony of the most successful company |



Additional tasks

- ▶ Marketing campaign
- ▶ Strategy paper
- ▶ Business Model Canvas
- ▶ Negotiation and virtual meetings
- ▶ Reorganisation plan
- ▶ Process analytics
- ▶ Investor meeting
- ▶ Shareholder meeting



Input

- ▶ Competitive strategies
- ▶ Strategy development

SAMPLE CONCEPT OPERATIONS

| time in h. | Phase |
|------------|---|
| 1 | Kick-Off: PP will be given an overview of the story of the management simulation and and introduction to working with the cloud interface |
| 2 | Self-paced: PP make their decisions for the 1st period together |
| 0.5 | Via webinar: Instructor gives a virtually evaluation via screensharing |
| 2 | Self-paced: PP make their decisions for period 2 |
| 0.5 | Via webinar: Evaluation of periode 2 + input |
| 2 | Self-paced: PP make their decisions for period 3 + additional task |
| 7-12 | Same procedure for periods 3-6/8 |
| 2 | Self-paced: Decisions periods 6/8* |
| 1.5 | Self-paced: PP prepare for shareholder meetings at which they must reflect and justify their strategy and decisions |
| 2 | Via webinar: presentation shareholder meeting via webinar |
| 1 | Via webinar: Evalutatio p6/8 and award ceremony of the most successful company |



Additional tasks

- ▶ SWOT Analysis
- ▶ Porters 5 forces
- ▶ Balanced scorecard
- ▶ Industry analysis
- ▶ Pestel-analysis
- ▶ Business Model Canvas




Input


- ▶ External and internal financial basics
- ▶ Investment calculation
- ▶ Profit and loss statements
- ▶ Performance measurement

WHY TOPSIM ON DEMAND – BUSINESS CHALLENGE?


- ▶ In TOPSIM on Demand – Business Challenge, the participant is taking over the role of management of a innovative backpack manufacturer (Smart Backpacks).
- ▶ The participant has to make strategic and operational decisions in different areas of the company and receives helpful hints along the way.
- ▶ Through the onboarding program with interactive tasks and a personal advisor, the participant can familiarize himself with the scenario and the game interface.




ON DEMAND
The participant will oppose a virtual (computer played) opponent, in an asynchronized and self-paced setup.



REPEATABLE
To improve the results the participants can play several rounds. During this process, he or she receives tips from a digital consultant.



WEB BASED
The web-based application can be accessed by participants anytime and anywhere.



COMPARABLE
Through the leaderboard tracking scores of participants you can compare the performance of all players.

FLEXIBLE FRAMEWORKS AND SETUPS AVAILABLE



Participants
1 – 1000



**In teams or
individually**



**Block format: 0.5-3 days,
Interval format: 2-9 weeks**



**Modular expandable:
additional tasks + theory input**

TOPSIM®

LEARNING BUSINESS BY DOING BUSINESS

WHY TOPSIM?



>35 years

Experience in management training



Our clients include

80% of German universities

70% of DAX-companies



Already over **200 simulations** for different branches and functional areas



over **1.800** TOPSIM – simulation instructors



Sparkling eyes of the participants:

>1 million

pleased participants



Scalability through a worldwide instructor network and use of the

TOPSIM – Cloud

Interested to find out more? Reach out to our team today!



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