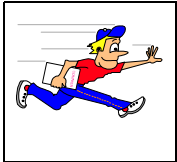




Active Business Learning
in 18 countries

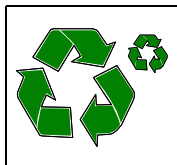
- Personal
- Team
- Organisational

Ten Things You'll Love About Business Essentials Simulations



1. Speed of Delivery

We deliver a very high value program that runs cohesively and comprehensively in just 1 day. Give us 2 days and the results will astound you. Participants can learn as much in a day as in 3 months on the job.



2. A Model for Your Business

Business Essentials is a range of powerful business simulations with a difference. The powerhouse engines behind the simulations are sophisticated models emulating how businesses work. These engines provide a platform on which we jointly construct the interventions, exercises and models to parallel your business and its drivers.



3. Use Your Own Profit Drivers and Inhibitors

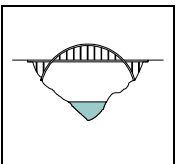
The flexibility provided by the platform is such that Business Essentials can emphasise and illustrate all of the key profitability levers in your business. Participants will leave the program knowing just how to best impact your profits through their own actions.



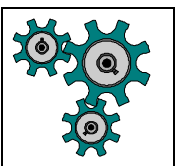
4. Safe Learning Environment

Because Business Essentials parallels your business, but at the same time is not your business, it creates a safe learning environment for participants to experiment, make mistakes and modify behaviour without the dramas inherent in learning on-the-job!

5. Breadth of Learning Outcomes

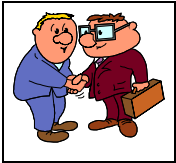


As a functioning model of your business, Business Essentials is a powerful and multidimensional tool that can be used to cover your choice of learning outcomes whether they be in the Business Acumen, Leadership, Managing Change, Financial Literacy or Creating Enterprise Value fields. Whatever the management models you use in your business, they can be seamlessly and cohesively introduced into the simulation.



6. The Complexity

Business Essentials has more than enough to stretch any participant. Your business is likely to comprise a set of interrelating drivers, inhibitors and market forces. Business Essentials mirrors this real life complexity superbly while leaving behind the less important but time consuming details that most people focus on.



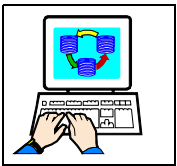
7. **Real-to-Life Markets and Role Plays**

All key functions have interactive markets and role plays built into the simulation. Your participants will experience for themselves, and gain an insight into, how all aspects of your business operate through fun, active involvement in the simulation.



8. **Modular Construction**

Business Essentials is built on a modular basis so that customisation is both simple and relatively inexpensive. Modules exist for all of the main functions common to businesses, we simply have to add any new ones and make any changes needed rather than construct the simulation from the ground up..



9. **Computer Assisted Results and Feedback**

In all but the Finance for Non-Financial Managers versions, participants input their raw decisions onto the master computer which automatically produces the reports they need to run the business functions, so production of paperwork is kept to a minimum. Similarly, debriefing is assisted by computer graphs and diagrams that have more relevance to adult learners than columns of numbers.



10. **Guaranteed Satisfaction**

Or you pay nothing. Each program comes with a 100% no quibble guarantee of satisfaction