WorldGAMES And BUSINESSTODAY
Building Real Business Understanding

Powerful Business Simulations for Financial Services

Financial Service companies market an often intangible product in competition with other suppliers of intangibles. Even money, once represented by valuable coin, then paper notes, is fast becoming totally intangible as electronic funds become the norm. The battle is then on to persuade the client that an unseen product is somehow better than anyone else's. Most often this comes down to four key factors: service, reputation, customer understanding and product innovation.

Here in a nutshell is the dilemma for the financial services company. The need for their key people to be building an environment that fosters high ethical standards, strong client relationships, a second-to-none reputation, products that meet the changing needs of clients **and** at the same time keep their own staff trained, motivated, customer focused, happy and fully engaged to their optimum potential.

If this balancing act was not enough, the key financial service company players must also manage the significant business risks ... and make money too.

Quite rightly, there is an emphasis within the financial services company on building, retaining and updating staff skill levels. However, this emphasis addresses only part of the balance implicit above. So what is missing? Here are some of the concerns that have been voiced:

- *Our people are very clever but they do not think and act as commercially as we need.*
- *Decisions are made in one part of our company that have consequences elsewhere that were not considered but could have been foreseen.*
- *We do not always provide products or services that meet our clients' changing needs or at a price the client expects to pay.*
- *We are often advising people in industries our people do not fully understand.*
- *Our managers do not understand, or flex, the profit drivers of their operations.*
- *We are often too busy to be client focused or seek add-on opportunities.*

Now there is an opportunity to answer these needs. WorldGAMES as Australasian agent for Business Today International, brings you a range of the most powerful business simulations available today. These are designed to provide your people with and understanding of:

- The key profit drivers and inhibitors of your business and/or your client's business.
- The effect of decisions made in one area on all parts of the organisation.
- How to strategically balance the often conflicting commercial needs of the organisation.
- What they can do differently to enhance your profitability.
- How to transfer the learning back to the workplace.

You want your people to better understand how your business works?

Professional Services Today is a 2 - 3 day board-based business simulation designed specifically for the financial services firm where people based services, knowledge, reputation and human resources are the key assets of the business. The simulation gives participants a deep level of understanding of the critical determinants in the success of your business, and how they as people managers can contribute to this success. An optional third day of client specific exercises will take examples from the simulation and apply them to case studies drawn from your business to cement the links already integral to the simulation.

The simulation involves teams of participants "running their own business" in competition with other teams in the room. Each team manages their own business by following a realistic business process which includes managing human resources, time, making marketing decisions, planning and pricing, market strategies, collecting money and paying expenses.

What are the "hard" learning outcomes?

- Making and implementing decisions and assessing results within the broader business context in terms of cross-functional dependencies, allocation of limited resources, competitor activity and business performance
- Understanding and focusing on Real Value Added Activities (RVA) and their effect on product delivery
- Understanding and focusing on Business Value Added Activities (BVA) and their crucial role in preparing for RVA activities
- Understanding and avoiding Non Value Added Activities (NVA)
- Balancing time between RVA and BVA to optimise performance
- Experiencing the effect of decision making on organisational profitability

You want to train your people in how your clients' businesses work?

And obtain similar "hard" learnings to those above? Then simply choose from the broad range of BTI industry specific simulations including:

- **Beer Business Today**
- **Construction Today**
- **Consumer Business Today**
- **Electricity Distribution Today**
- **Electricity Generation Today**
  Electricity Transmission Today
- **Fashion Retail Today**
- **Finance of Sales Today**
- **Insurance Today**
- **Managing Business Today**
- **Managing Risk Today**
- **Manufacturing Business Today**
- **Mining Today (Open-cut)**
- **Mining Today (Underground)**
- **Mobile Telecommunications Today**
- **Motor Retail Today**
- **Motor Assembly Today**
- **Pay TV Today**
- **Police Services Today**
- **Production Business Today**
- **Publications Today**
- **Selling in Business Today**
- **Today's Entrepreneur**
- **Trading Today**

Why should I use this very active method of training?

Experiential/discovery learning is a far more effective method than telling managers how to behave. The competitive environment results in a deep level of learning in a fun filled environment. Call the number below to find out more and about our 100% guarantee.