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BUSINESSTODAY
Building Real Business Understanding

Powerful Business Simulations for Professional Service Firms

In his book *Managing the Professional Service Firm* David Maister wrote:

“Professional firms must manage customised activities where little, even management information, can be reliably made routine ... most professional services have a strong component of face-to-face interaction with clients ... both of these characteristics demand that the firm attract (and retain) highly skilled individuals”

Here in a nutshell is the dilemma for the professional service firm. The need for their key people to be building an environment that fosters high ethical standards, strong client relationships, a second-to-none reputation, timely yet highly professional completion of tasks **and** at the same time keep their own staff of often super-intelligent people trained, motivated, happy and fully engaged to their optimum potential.

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

Quite rightly, there is an emphasis within the professional services firm on building, retaining and updating professional skills. 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 practice that have consequences elsewhere that were not considered but could have been foreseen.*
- *We do not always scope commercially. Our clients either expect more than we quoted or we under estimated what needs to be done. Either way, the client does not expect to pay.*
- *We are often using our professional people in industries they do not fully understand.*
- *If only our business was constant. Our staff are either stressed with the pressure of work or kicking their heels while they wait for the next job. Neither is good for morale.*
- *We are often too busy to market for new clients 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 professional services firm with people based services and where human resources are the key asset 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 further cement the links already an integral part of 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:

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