



Decision Base™ Pulling the same direction

Taking the mystery out of managing in a capital-intensive company



Program Benefits

In Decision Base™, a financially-based problem solving/decision-making simulation, participants improve their business acumen, build their problem-solving competencies, and understand their organization as an interdependent business system. As a result of this engaging accelerated learning experience, participants learn how to:

- incorporate financial awareness, strategic planning, and critical business analysis in their day-to-day problem-solving and decision-making
- make better decisions including those bridging departmental boundaries and taking into account financial concerns and ramifications
- avoid "tunnel vision" and see the big picture when making decisions
- describe the relationship between a business strategy, operational tactics and business planning and control
- improve communications with other work groups and their internal financial advisors and utilize them more effectively in decision making
- deliberately develop improvement projects within your area of responsibility that significantly impact the financial health of their organization

Program Description

Working in teams, participants experience the strategic business and financial fundamentals of navigating a capital-intensive company over a ten-year period. They determine operational goals, implement plans, allocate production technologies and develop R&D & marketing strategies in a competitive ever-changing market. They make choices, problem-solve and implement company operations as they manage their companies using financial metrics and the P&L.

As a result of this engaging simulation experience, participants learn how to incorporate financial awareness, strategic planning, and critical business analysis in their day-to-day problem-solving and decision-making. They return to their work better prepared to make the right investments at the right time - and get the required return.

Quick Facts

Media:	Board-based business simulation			
Seminar size:	4 people per learning team typically 24 participants per seminar.			
Time:	10 simulated years experienced in 2 days.			
Facilitation:	Certified Decision Base™ facilitators (or certify your trainers)			
Key measures:	Profitability	Return on assets	Inventory turnover	Liquidity
	Cash flow	Return on equity	Debt to Equity ratio	Profit margin