



Tango

Business from knowledge

*Take the "mystery" out of managing
tangible and intangible assets*



Program Benefits

The overriding challenge in this board-based simulation: learning to develop both the intangible and the tangible assets of the company and to secure long-term returns. Success depends on the "learning team's" ability to develop an agile yet consistent firm in a growing, competitive marketplace. Participants learn how a successful strategy-driven organization works including understanding its' business drivers and the factors critical to success. Tango participants experience the value in:

- Attracting the right employees with the right talent, growing their competence, and keeping them with the company
- Creating and communicating a common vision throughout the organization
- Building a shared understanding of financial and management concepts
- Winning the desired clients and earn their loyalty
- Stopping competitors from stealing your experts and clients
- Generating cash flow and profits today while laying the ground work for future financial success
- Building a solid corporate culture

Program Description

Six companies in a changing marketplace compete for customers and employees. Each company (learning team) must create value in the business by building a new, disciplined financial strategy. Teams test various strategies to attain desired business targets learning, among other things, how to manage know-how (intellectual capital) to create a market image that attracts the "right" customers.

To compete effectively, each team must develop a strategic plan for positioning its company in the marketplace, develop efficient management control principles, make corporate decisions, and analyze and quantify the consequences. After each "year," the teams assess the effects of the business model each has developed comparing company balance sheets and profitability, as well as assessing the value of their companies' intangible assets.

Quick Facts

Media: Board-based business simulation

Seminar size: 4 people per learning team typically 24 participants per seminar.

Time: 7 simulated years experienced in 1½ days

Facilitation: Certified Tango™ facilitators (or certify your trainers)

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| Key measures: | Profitability | Capacity utilization | Contribution ratio |
| | Cash flow | Personnel turnover | Share of common costs |
| | Return on assets | Return on equity | Value added per employee |