Driving Commercial Success - business simulation

Our Driving Commercial Success programme will provide your people with a real-time opportunity to practice and focus on the key skills, attitudes and behaviours they need to adopt to drive the commercial success of your business. The programme is centred around a unique business simulation where participants, in teams, are responsible for setting up, managing and growing a simulated business. Each business has to wrestle with the complexities of strategy, finance, solution design & delivery, customer service and a changing competitive landscape whilst working collaboratively and effectively as a team to deliver against their strategic goals and KPIs. Each programme we run for our clients is unique to them - we would work in close partnership with you to ensure we immerse the simulation around your leadership behaviours and values, and your commercial context. Our clients often choose to blend short workshops around the simulation to really help embed key commercial and leadership skills. These workshops can be drawn from our extensive leadership curriculum.

High level overview of a typical two day simulation

Simulation year one - establishing the business

Planning and year one
- Strategy and business development
  - developing the initial strategic plan
  - analysing product, customer and market demand
- Operations
  - designing operational systems and processes to ensure best value from resources
  - achieving initial operational success
- Customer experience
  - delivering a service culture that will exceed expectations
  - exploring the service offer to your customers
  - regulating contracts and prices with customers
- Supply chain management
  - developing initial supply chain to meet objectives
  - securing initial resources required
  - putting a plan in place to manage the order book
- Finance
  - monitoring revenues, cash flow and profitability
  - capturing value ensuring an appropriate split between customer service and profitability
- People management
  - ensuring the entire team is at its best and coaching/supporting each other

Leadership and financial review
- Team and individual performance review against your actual organisational leadership behaviours and business KPIs
- What did your team excel at?
- How well are you performing as leaders?
- What would you do differently next time?

Simulation year two - running the business

Planning
- Action planning to address priorities from year one
- Commitment to customers - how are you going to improve your customer experience
- How are you going to improve the operating model
- What strategic steps are you going to take to enable market expansion
- How can you become more efficient through economies of scale
- How can you enhance the capability of your team

Year two - running the business
- Expanding international sales and operations
- Improving performance through operational excellence
- Reducing the number of operational incidents

Leadership and financial review
- Team and individual performance review against your actual organisational leadership behaviours and business KPIs
- Identifying key learning points
- What have you learnt about effective teamwork
- How well are you managing and leading the business?
- Choosing your attitude in the face of setbacks and challenges

Simulation year three - growing the business

Planning
- Expanding the business
- Expanding the service offer to customers
- Exceeding customer expectations whilst securing an appropriate profit
- Entering and growing new markets
- Identifying value drivers
  - identifying opportunities for market and product development
  - considering how you are going to continue to progress and innovate in your business and take steps to ensure continuous improvement

Year three - growing the business
- Delivering against plan
- Maximising sales and profit growth
- Dealing with bottlenecks and management stretch
- Maintaining continuous improvement and innovation
- Securing value from collaboration
- Securing value from new strategic and operational opportunities

Review
- Team members review and score themselves against leadership behaviours and business KPIs
- Individuals reflect on how they have performed against their personal leadership edge

Simulation - bringing it all together

Final results
- The final results are revealed

Individual, team and coach review /feedback
- What have you learnt about yourself?
- Data-specific team feedback
- What will you stop, start, continue?
- Feedback on development edges
- Learning commitments - delegates explore and commit to what they will take back and apply in the workplace