

# Developing a commercial mindset

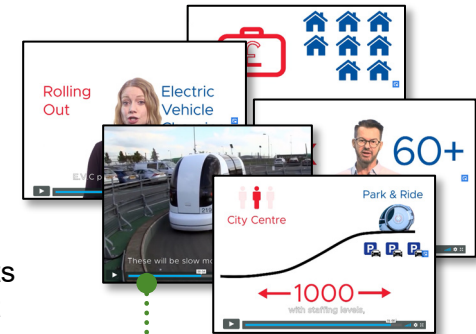
In this simulation, participants run a business that is facing disruption and change brought about by mega trends affecting all businesses. Self-contained in an online web app, the simulation is full of media rich features such as videos, dashboards and interactive pages and can be run as a standalone activity or as part of a training session, delivered in-person or virtually. Effective teamwork, dealing with change, resourcing and commercial decision making are all put to the test in this fun, engaging and insightful simulation. The simulation can also be blended with short tutor-led sessions to help reinforce key learning around interpersonal and commercial skills.

In the **planning phase**, participants analyse the industry and assess the dynamics of the business for a national car park operator • Participants construct a plan to allocate resources to optimise commercial performance and customer satisfaction



At the end of **phase 1**, results are made available to all participants with industry and business commentary

In this optional activity participants communicate potentially difficult messages to their colleagues regarding the impact of these mega trends • Participants receiving the message(s) will be able to give feedback on how successfully the change was communicated via an online feedback mechanism



The simulation ends with a review of the results from **phase 3**, results are made available to all participants with industry and business commentary

## Planning

## Phase 1

## Phase 2

## Phase 3

In **phase 1** participants have 45 minutes to allocate a range of types of car parking bays (e.g. electric, mobility, standard) across a number of city centre and out of town sites • Participants action their plans, focussing their decisions on revenue, profit, cash flow and customer satisfaction

In **phase 2**, participants are faced with ambiguity and change brought about by mega trends affecting the business landscape • Participants have to assess what impact these trends will have on business strategy operations, people resourcing and financial performance

In **phase 3**, participants implement their revised plans again focussing their decisions on revenue, profit, cash flow and customer satisfaction • Can they optimise the performance of their business to emerge as the winning company?

