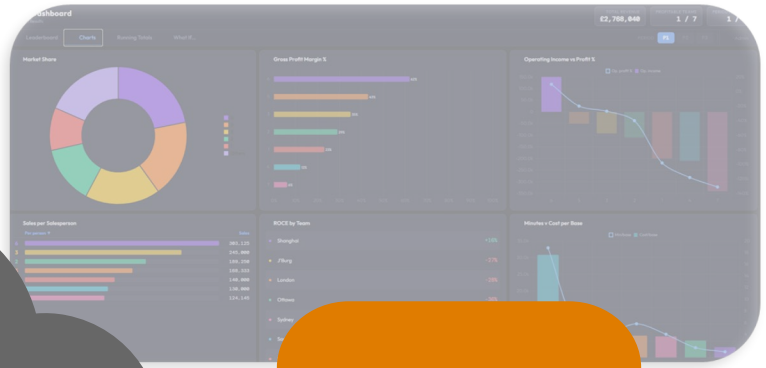
A commercial simulation that brings business decisions to life, developing financial insight, commercial judgement and risk awareness through experience…







Immersive business experience

Multi-faceted

No pre-set outcomes

Connects decisions to financial outcomes

Builds commercial confidence

Shows commercial trade-offs in real time

Risk-free learning environment

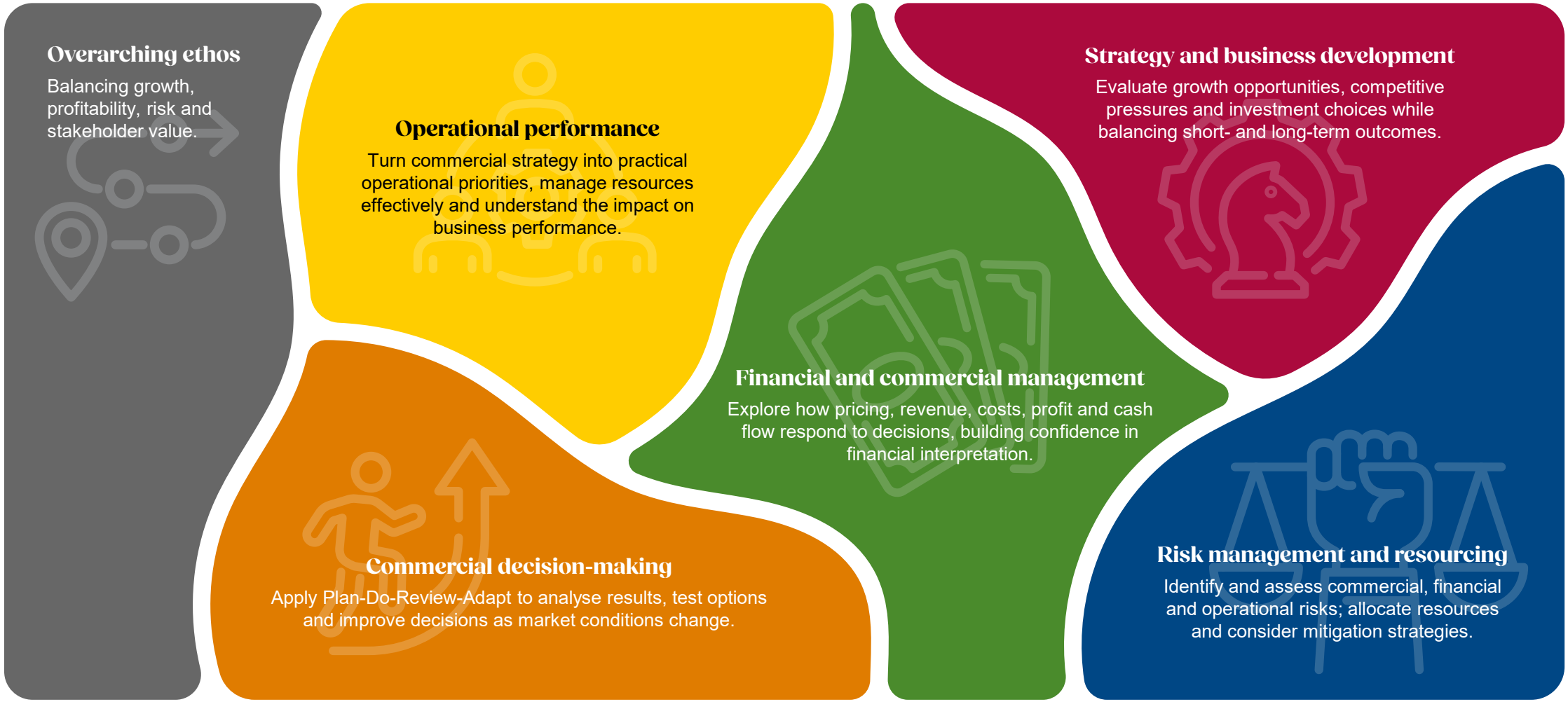
Tailored to your KPIs







An immersive, practical commercial simulation where participants run a simulated business, applying financial insight, commercial judgement and risk management to make decisions that drive sustainable performance…



Commercial decisions in action, where participants, in teams, establish, develop and grow a business in a competitive marketplace. Each round reveals the impact of their choices on profitability, cash flow, risk and long-term value…



Year one: establish the business under uncertainty. Teams set commercial priorities, allocate resources, evaluate risks and create a plan for sustainable performance.

Year two: develop the business by reviewing pricing, resources, customer demand and operational performance. Teams analyse financial results and refine commercial decisions.

Year three: expand into new markets, review investment options and respond to competitive pressures. Teams balance growth, profitability, cash flow and risk while improving stakeholder value.

Each round follows a Plan–Do–Review–Adapt cycle. Teams review financial and operational results, reflect on trade-offs and adjust their strategy, building commercial confidence through practice.

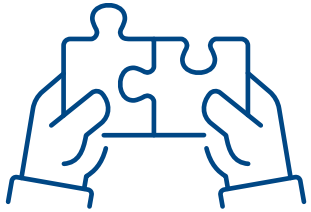
A flexible simulation that can be aligned to a **wide range of development programmes...**



A simulation that's easily **customised to your needs...**



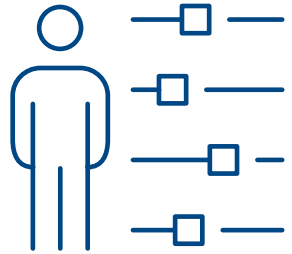
Duration



Blended or standalone



Audience size



Experience



Commercial priorities and capabilities



Key Performance Indicators (KPIs)

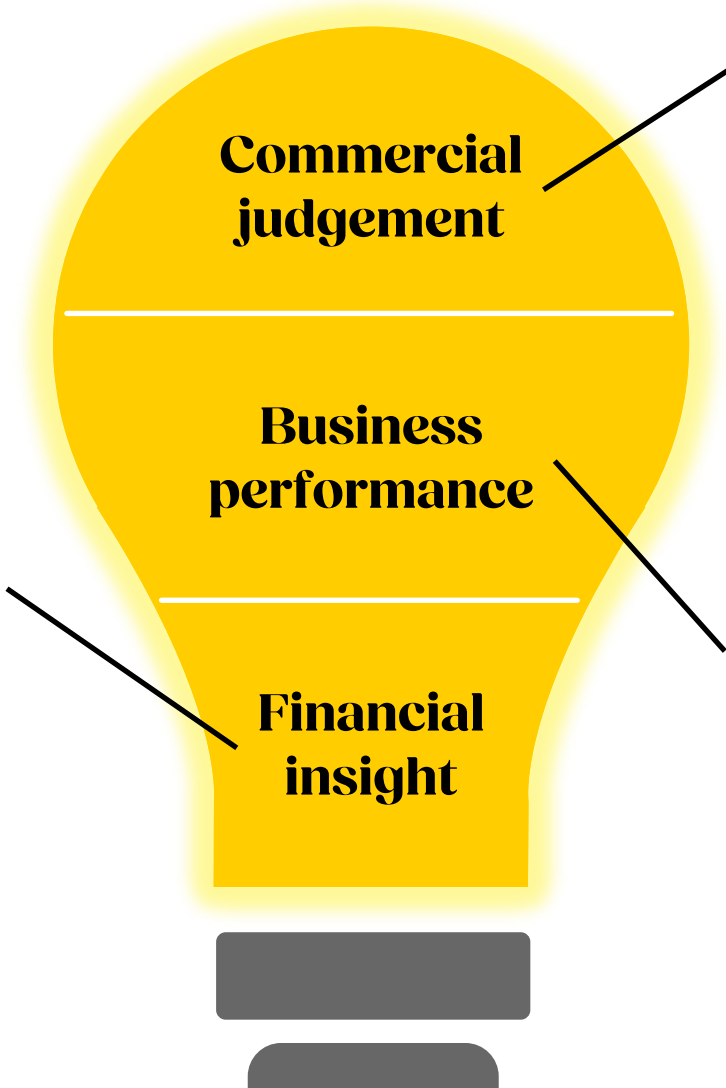


Industry



Marketplace challenges and scenarios

A risk-free commercial learning environment where teams test decisions, assess financial consequences and apply insights to real business challenges…



Understand how businesses create value
Connect revenue, costs, profitability and cash flow to the choices teams make.

Interpret financial information with confidence
Use performance data to assess options and inform decisions.

Strengthen strategic commercial judgement
Evaluate growth opportunities and make decisions under uncertainty.

Apply Plan–Do–Review–Adapt
Review results, learn from consequences and refine commercial strategies.

Identify, assess and manage commercial risk
Balance potential rewards with financial, operational and strategic exposure.

Balance competing business priorities
Navigate trade-offs between growth, cash flow, profitability and investment.

Strengthen cross-functional collaboration
See how decisions across functions influence overall business performance.

Respond effectively to changing conditions
Adapt plans to new customer needs, competition and resource constraints.

Build commercial accountability
Take ownership of decisions and their financial consequences.

Understand the drivers of business performance
Link decisions to key financial and operational measures.

Connect strategy to measurable outcomes
Translate commercial priorities into practical plans and actions.

Recognise the cost of siloed thinking
Explore how poor coordination and competing priorities reduce value.

Practise decisions without real-world risk
Test commercial options in a realistic, supportive environment.

Transfer insight into workplace action
Build confidence to improve commercial decisions and business results.