

Are you facing these challenges?



You have multiple training needs



You don't have unlimited supply of time or money



Your participants fail to make the connection between the various training programs they attend?



WINNING EDGE HAS THE SOLUTION!



Winning Decisions

The only program in Pakistan designed especially for manufacturing companies

April 9th to 11th 2008 (2.5 Days)

What Is Winning Decisions?

Winning Decisions is a unique simulation which closely replicates the key functions of a manufacturing organization. Sales & Marketing, R&D, Production, Purchase, Finance, Raw Material Stores, Finished Goods Stores and Business Planning are all represented.

In this simulation teams are given their own 'companies' to run over a 10 year period and compete with each other to make their businesses the most profitable. Teams have to study market forecasts and plan their strategies based on their current production capacity, raw material availability, financial projections etc.

Teams plan for long term growth through investing in production capacity enhancement, new product development, opening new markets for the business etc. while keeping a close eye on their financial realities.

Each year the teams close the books i.e. generate their Profit & Loss statements and Balance Sheets. As the business progresses they analyze the strengths and weaknesses of their companies through interpretation of their financial data and calculating key indicators like Debt-Equity analysis, Contribution Ratios, Cash Flow, Return on Equity, Return on Assets etc.

How The Simulation Progresses

PHASE 1

In the real world the complexities of the business keep increasing with time and expectations from the shareholders change accordingly. In Winning Decisions the first few years are all about growth with scarce resources, where the companies have to plan for future expansion and growth but have very limited resources hence they have to balance their plans with the financial realities.

PHASE 2

The second phase involves a change of the Market Forecast and the realization that they need to establish a clear lead in their various markets if they are to get the orders they desire. Hence, a battle for positions ensues.

PHASE 3

In the third and final phase the shareholders raise the cross bar and demand to see internal measures which enables them to get more value out of the money invested in these businesses.

The final assessment of the best business is made upon the EVA the company offers and the Market Value of the business if someone was to try and bid for it.

FINAL PHASE

Participants relate their learning to their own organizations.

Key Benefits

The unique 'game board' design of the simulation allows participants to engage physically in the program as they move the capital through their company, place purchase orders, move their production through various stages, deliver their orders and receive payments. Hence, the participants remain fully engaged and excited throughout the program.

People from various functions get an overview of the complete operation of the business, hence enabling them to see the 'big picture'.

In the real world all decisions are financial decisions. Most of the times people get demoralized when their ideas are rejected, but what they don't understand is the financial impact of their suggestions. Winning Decisions enables people in all departments to analyze the financial impact of their suggestions before putting them up for approval.

When a participant who is from the Finance department grapples with production planning and capacity utilization, or someone from Sales takes on the role of Finance Director in the simulation, a real understanding of the constraints and complexities of each function is developed. This promotes true teamwork in the organization.

Winning Decisions builds entrepreneurship skills in the organization.

A strategic thinking mind-set and long-term approach to business is developed in the participants.

It develops decision making skills as they see the impact of each decision they take in real time. This also enables them to realize that even the right decision taken at the wrong time can have disastrous results.

As the companies struggle to keep financially afloat they have to devise creative strategies to survive, hence, developing out-of-the-box thinking.

Winning Decision is designed in a manner that in order for the teams to close their books properly at the end of each year, they must follow the process step-by-step, this promotes a methodical approach towards their work.

After the 10 year simulation is over each team spends time in analyzing their own company and their functions to come up with areas of improvement, hence the program's learning is converted into tangible suggestions for work improvement.

“ Winning Decisions workshop proved to be a very enlightening experience for GSK participants, they found it different, very engaging and a unique simulation which taught real life business situations for any manufacturing unit in a fun way. Thanks Winning Edge for providing this opportunity !!! ”

Kiran Jehan - Manager Learning GSK



Key Learning Points

Strategic Marketing

An understanding of the Supply/Value Chain

Using market information to drive the business

Understanding the impact of credit terms and order price on entire business

Balancing production capacity with sales capability

Depreciation

Production Lead Times and changeover costs

Making and interpreting financial reports

Using the Dupont Financial Model to understand the impact of the various financial items on the Key Financial Indicators

Inventory Management

ABC Activity Based Costing

EVA Economic Value Added

Cash flow analyses

Optimum utilization of assets

Equity building

New Product and New Market development

Continuous Improvement

“I found that very useful, enabling the individual to learn strategic planning, production planning, inventory control, problem solving, decision making, finance for non finance and above all Team building as it involve full company operation to the respective team of 4 members. By realizing its importance I had recommended it to my Group HR department, to hold it on the group level.”

Ahmar Waheed - Manager HR, Atlas Battery

“Poor decision making is a problem almost every organization is suffering from. Unfortunately very few of them are cognizant of it. If anyone wants to know how much day to day decisions can hurt an organization, this is the best chance to see the reality, we usually remain oblivious of.”

Muhammad Faisal - HR Manager, Macter International

“Having attended the demo session, I strongly believe Winning Decision Program offers a unique and an invaluable opportunity to both senior and junior executives alike to gain multiple skill knowledge and cross functional experience in a compact manner not possible in a classroom setting or practical environment.”.

Mohammad Muneeb Kidwai-Trainer, Motivator, Coach (The Change Agency)

About The Trainer

Sualeha Bhatti Chief Consultant and CEO of Winning Edge is one of Pakistan's leading names in the field of training and development. She holds a master's degree in Business Administration from UK and has had the privilege of interacting with and learning from some of the best known names in this field such as Tom Peters, Robert Holding, Robert Benninga, Ron Kaufman etc.

She worked in a number of industries before venturing in the field of training and consultancy. Her practical experience ranges from trading companies to manufacturing and from hospitality to pharmaceutical industries. It is this experience that enables her to bring into her assignments a versatile knowledge of processes applied in different industries and helps her clients arrive at informed decisions. Her 14 years of experience in corporate change and creating transformational learning experiences has exposed her to a multitude of businesses and organizations both in Pakistan as well as abroad.

Helping people realize their potential and be the best they can be is at the heart of all her training programs. She is known for her ability to create learning experiences where people can go deep within themselves and emerge with renewed faith in their own capabilities. She relies heavily on NLP (Neuro-Linguistic Programming) a branch of behavioural psychology also known as the science of human achievement, to engage the hearts not just the minds of the participants and believes that training should be a both a combination of self-discovery and skills, one without the other fails to make a long lasting impact. Her ability to build rapport with her participants make her trainings fun and highly interactive.

Sualeha is perhaps the only trainer in the country who caters especially to manufacturing organizations. Having worked in manufacturing organizations she later ran several continuous improvement projects in factories in Pakistan and Sri Lanka, hence she has a well rounded knowledge of the key functions and the unique business environment of organizations with production facilities.

Her key clients include: Abbott Laboratories, American Express, Sanofi Aventis, Engro Chemical, Engro Vopak, GSK, OMV Pakistan, ENI Lasmco, Shell, BOC Gases, British Petroleum, Dawood Group, Siemens, Pfizer, Mobilink, National Bank Of Pakistan, United Bank, Reckitt Benckiser, Hinopak, Dow Crop Sciences, Canadian High Commission Project, ICI Pakistan, BHP Petroleum, Confil Group (Sri Lanka), Aitken Spence Group (Sri Lanka), Hayleys Group (Sri Lanka), Khatib & Alami (UAE) Nokia Siemens Networks Middle East and Africa Region etc. to name a few.

Fee: Rs.20,000/- per person
10% Discount for groups of 3 or more

Venue: Pearl Continental Hotel, Karachi
Timings: Days 1&2 9am to 5pm
Last day 9am till Lunch

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