

Exciting News!!!

Introducing

For the first time in Pakistan

Winning Decisions

A unique learning tool
primarily designed for
manufacturing
organizations



If Your Organization Has These Training Needs...

Strategic Planning
Conflict Resolution
Cross Functional Team Building
Decision Making
Problem Solving
Developing an organizational overview

Finance for non-financial managers
Production Planning & Inventory Control
Continuous Improvement
Understanding The Need For Change
Sales Planning & Strategy Development

Then you cannot afford to miss
Winning Decisions

What Makes **Winning Decisions** The Right Choice?

- 1) It is becoming increasingly difficult for organizations to pull people out for training on a regular basis.
- 2) No matter how extensive the training budget may be, it is always a battle to balance the training needs with the business realities.
- 3) Stand alone training programs provide participants with various views of the picture, but most of the times participants fail to see how they all connect into one big picture.
- 4) Most team building programs provide a short term dose of high energy 'feel good' activities, but fail to develop a deeper understanding of the various departments and the ground realities with which they struggle on a daily basis - it is only through this understanding that a respect for each other's work develops leading to true teamwork.
- 5) At the end of the day a business has to generate profits, and this requires everyone in the organization to understand financial measures, be able to think long-term and strategically.

What is Winning Decisions?

Winning Decision is *not* a training tool - it is a learning tool, a revolutionary concept in learning transfer. It is a unique methodology to teach the fundamentals of strategic planning in marketing, production, product development and financing. It combines the complexity of a case study with the hands-on involvement and participation of a game.

Winning Decision is based on the concept that people learn by doing and can make sense of the most complex information if they are have the luxury to apply it in various situations. There is one problem - organizations cannot afford either the time nor the expense of mistakes which are a natural outcome of this trial to mastery period. That's where Winning Decisions becomes an invaluable resource for the organization. Participants grapple with strategic decisions at every turn using in-depth analytical tools and can see the results of these decisions immediately.

When you need to create cross-functional business teams that can work towards a focused strategy especially in a manufacturing organization .

Build Bridges Across The Organization & Increase Profitability

If you brought your management level people from different business areas together making, them aware of general operations, your competitive position, your company's resources, giving them tools for strategic analysis so that they could work together to make informed, effective strategic decisions - what would it mean for your business?

Winning Decision is an interactive and engaging 2 ½ day learning process which puts participants in charge of their own companies for a simulated 10 year period and compete in teams for customers, markets and profits. Modeled on the real-life business environment of a manufacturing company.

Winning Decision challenges participants by having them confront and handle situations involving *strategic planning, purchasing, production, market intelligence, finance and accounting, marketing and sales, product and market development*. They will work with the same type of information available to top management, and will need to consider how actions taken in one part of a company impact the operations in others. At the end of each year they will make the Profit & Loss Statements and Balance Sheets of their business and base their analysis upon these figures - just as it is done in real organizations.

Working together through Winning Decision employees build their own bridges across departmental boundaries, opening lines of communication and developing financial competency. In the end, participants are equipped to make more effective business decisions - increasing the productivity and profitability of their operations.

A View of Winning Decisions



Each 'Company' board closely replicates a real manufacturing organization with Accounts, Research & Development, Purchase, Raw Material Store, Production, Delivery Warehouse, Sales etc. Various options are available to improve the production facilities, expand the factory, open new markets, develop new products, negotiate better credit terms, loans etc. The challenge is to balance new investments with current opportunities and available resources while planning for long term growth.

Combing the complexity of a case study with the fun of a game!

Key Learning Areas

Participants will learn the following - *not merely at a conceptual level but through actual application during the 10 year simulated period.*

Making Profit & Loss Statements	Investing for growth
Balance Sheet creation	Overheads
Depreciation	Return on Equity
New product development	Return on Assets
Developing new marketing	Contribution margin ratio
Analyzing Market Potential	Debt-Equity ratio
Cash flow	Profit margin ratio
Production planning	Liquidity
Lead times	Activity Based Costing (A.B.C)
Production changeovers	Economic Value Added (EVA)
Inventory management	DuPont financial model
Marketing and Sales	Competitor analysis
Order fulfillment	Capacity Utilization

Key Benefits

Winning Decisions enables people to:

Work across departmental boundaries in cooperation as they learn to see the company as a whole and not just focus on their own department

Exhibit better application of business principles

Balance investments with financing opportunities and returns

Understand and use balance sheets, income statements and key financial ratios as planning tools

Distinguish between good deals and bad ones

Realize the importance of reducing tied-up capital - Lean Production

Have a holistic view of how the company works

Work consistently in line with the company strategy

Understanding of the need for improvement measures

Make better, more informed decisions based on sound financial analysis

