

BUSINESS STRATEGY BOARD SIMULATION



SIMULATION DESCRIPTION

"Business Strategy" board simulation develops a manager's strategic and business acumen. Develop a competitive business strategy in a real marketplace, and align it with infrastructure investment, operations, marketing and HR strategies. Instantly see the impact of business decisions on company's income statement, and practice how to improve performance.



TOPICS COVERED



Competitive
business strategies



Marketing
Strategies



Pricing in
B2B markets



Aligning functional
strategies



LEARNING FOCUS

- Develop a competitive marketing strategy to maximize profitability.
- Develop an organization's operations strategy in alignment with marketing strategy.
- Assess the impact of operations decision on the company's financial performance.



WHO SHOULD ATTEND?

- Senior and middle managers from a function or industry who want to enhance their business management and leadership abilities.
- The simulation is also ideal for those who are preparing to assume new responsibilities or take advantage of new growth opportunities.



Business Strategy



Since 1980, Persona GLOBAL® has been providing robust, field-tested performance solutions and survey instrumentation, addressing areas like Business Execution, Change Leadership, Organizational Agility and Alignment, Performance Leadership, Talent Management...

Persona GLOBAL® performance solutions are delivered by over 1,400 certified OD practitioners, in 70+ countries in 38 languages, and in more than 50% of Fortune 1000 companies.



Address: 14 Ramo Gardens, Nasr City, Cairo, Egypt
Phone: +202 23054759 | +202 24140203 | +202 01000097229
e-mail: bd@knowledge-td.com
www.knowledge-td.com

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