

# SIMBIZ

## Business Simulation and Training on a Strategic Level

**Simbiz - an interactive simulation, designed to develop leadership and business skills.**

The Simbiz system is a proven concept that has been used to educate and train management teams and leaders on different levels in many different types of organizations. More than 40 000 persons have been trained, and experiences show that the general advantages of the simulation are that it provides participants with:

A TEAM-BUILDING OPPORTUNITY (GROUPS/TEAMS WORKING TOGETHER BRINGS THEM CLOSER TO EACH OTHER.)

A COMPREHENSIVE AND OVERALL UNDERSTANDING OF WHAT A COMPANY IS ALL ABOUT

AN UNDERSTANDING OF ONE'S OWN FUNCTION AND CONTRIBUTION TO THE BUSINESS

## Simbiz

The simulation is designed as a Role Playing Game where participants are made members of a management team leading a fictional company operating on a competitive market. The tasks are to analyze and understand the company and its environment, develop a business plan, and to take both strategic and operational decisions that will lead the company to its short and long term goals.

A simulation is made up of a number of predetermined steps and can be combined with theoretical study-blocks. The Role Playing Game propels the simulation and, hence, is the main vehicle for the learning in the simulation. The Simbiz simulation supervisors adjust the challenge according to the situation and the ability of each Management Team.

## Some specific advantages

- realistic
- rapid in providing continuous feedback
- incorporates many factors within a complex context
- held in an efficient educational environment
- allows participants to combine theory with practice

## Immediate and visible effects on the business

- increased motivation to do more and to do it right
- improved competence regarding one's own business and its economy
- a more efficient use of resources
- better decisions through outcome analysis
- possibilities to discover weaknesses in the business model and in the strategies

No one would dream of allowing a pilot to fly a jumbo jet without first having trained in a simulator. Similarly, management team members and employees need be trained in a simulated business environment before being cast out into an acute situation.

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