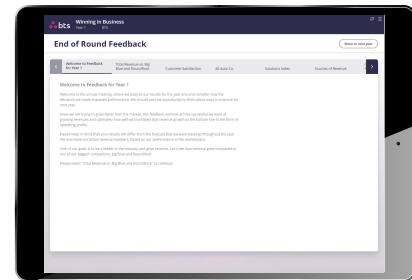
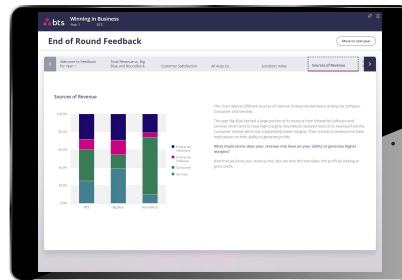
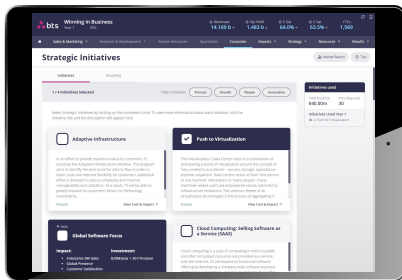


Winning in Business

Learn the drivers of a company's profitability and growth

"The business has seen significant financial benefits from the Global Business Challenge program. This year we have seen a savings of over \$12.4 million dollars and another \$24 million dollars in potential new opportunities."



Our point of view

Your company is full of smart people.

*But do they have the tools they need to **drive real business results?***

Our **Winning in Business** simulations provide a multi-round self-paced or team based digital learning experience in which participants practice making business decisions via real-life, high pressure business situations. Customizable for any business industry, participants will compete against computer-based teams for market share.

Winning in Business is optimally designed to help **senior executives, managers** and **future leaders** make better strategic decisions, understand how each business unit contributes to the broader organization's goals, and drive the company's profitability and growth.

How we can help you

- **Improve decision-making** around key issues that drive long-term performance
- Discover the most important **drivers of profitability**
- Recognise value drivers and how business units can contribute to **specific business goals**, as well as growth and profitability
- **Develop confidence** for making effective business decisions and collaborating with others

Implementation

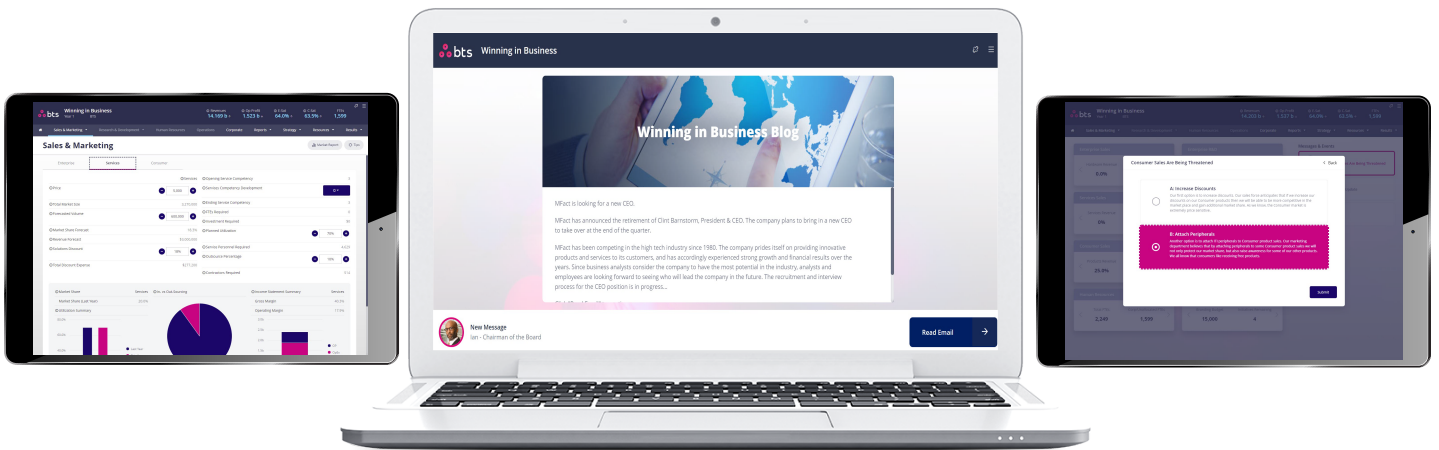
Winning in Business is a **powerful, and flexible three- to four-hour solution** that can be completed **self-paced or team-based facilitated** (virtually or in the classroom). No matter how you deliver Winning in Business, you can expect an rich, interactive experience with powerful results for your business.

The simulation incorporates **real-life business decisions** in an engaging, realistic and safe environment. Integrated mini-tutorials ensure that participants connect decisions to business concepts. Business planning decisions, events and initiatives can be customized.

Winning in Business is flexible enough to be **customized for any industry**. Several customized versions have been created for client-specific industries.

Standard simulations are available for the following industries:

- Technology (Hardware/Software/Services)
- Telecommunications/Wireless
- Professional Services
- Consumer Goods
- Financial Services
- Insurance PMC



BTS - The people side of strategy

BTS is a global professional services firm that partners with clients to enable strategy execution. We provide the skills, tools, and knowledge so people understand how their daily work impacts business results. We are experts in behavior change, care deeply about delivering results, and inspire people do the best work of their lives.

It's strategy made personal.

For more information, please visit www.bts.com.