



“How would your business change if every member of your organization acted like a business owner?”



Silega Pulse™

*Help people understand the whole picture when making complex decisions*

Business Acumen & Finance

# Silega Pulse™

## Business Acumen & Finance

*Business executives make tough decisions every day about product development, prices, research and development, HR, and administrative policies. All those decisions require that managers be aware of the impact they have on the company balance sheet. Good business acumen is critical for your company's success and will likely be the difference between you and the competition.*

### The experience:

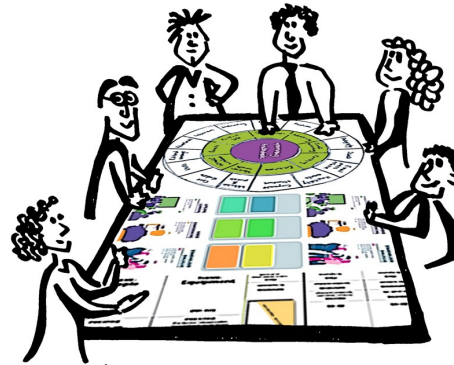
Silega Pulse™ is a highly-customizable, powerful business simulation. Five teams compete to outperform competition by creating more profit and value, while maintaining cash flow levels. This hands-on and engaging program simulates up to four business years in just five hours. It's a realistic live representation of a business in need of a change. Participants must manage all parts of the business process: planning, operations, finance, and people development. Teams make decisions that every business owner must make, including how to price products,

which customers and markets to compete for, how much stock to buy, and how to pay suppliers. At the same time, participants have the opportunity to see what the other departments and functions within the organization are experiencing. After each period of activity, short analysis sessions are conducted, followed by immediate application exercises.

### Main objectives:

Silega Pulse™ was designed to address the specific challenges most companies face today:

- Improve understanding of how and why businesses make and lose money
- Understand the difference between profit and cash
- Make smarter decisions to create long-term value
- Increase profitability by improving financial control and spending more wisely
- Improve business planning and



control

- Align different departments towards common goals
- Create a common vision for success and a common language within the organization
- Reinforce organizational change
- Create a culture of constant improvement

### Key lessons:

- Understand the big business picture
- Analyze how cash flow and financial balance are affected by management decisions
- Understand and interpret financial statements
- How to constantly define areas for improvement
- How to improve communication and alignment between departments and increase overall productivity

### Typical applications:

- Corporate training
- Strategic and annual meetings or conferences
- Change initiatives
- Executive retreats
- Strategic planning

# 16%

only 16% of people in executive positions say they feel confident understanding financial indicators and concepts.

## Practical details

### Format:

Business Simulation

### Number of participants:

4 to 40+

### Participants:

People from all levels and departments in the organization who can affect the financial balance of the company either directly or indirectly: sales, purchasing, credit control, logistics, manufacturing, supply chain

### Duration:

5 to 8 hours

### Versions:

Manufacturing, retail, services, pharmaceutical, government

### Concepts:

Profitability, cash flow, ROI, balanced scorecard, EVA™, activity-based costing, economy of scale, return on assets, return on equity, lean management, capacity utilization

### Competencies:

Business acumen, planning, problem solving, process management, strategic agility, re-engineering

