

Construction ProfitAbility®

experience your
business future

A unique simulation which models the drivers of success in the construction industry

Construction is an inherently risky business, and risk costs money. So, it is imperative that you and your people become good at identifying and managing areas of risk in your company. Just being a technically skilled builder is not good enough in today's competitive construction market. Of course, your people need to have a sound foundation of technical knowledge, but the most successful decision-makers of the future will also have solid leadership and business management skills with the tested ability to recognise, understand and mitigate financial risks.

Consider how much more secure you would be, and more profitable, if more people in your company had a better understanding of what constitutes financial risk and worked to reduce or eliminate it. Certainly, anyone who has an interest in the company's financial success, should be working to optimise profit and reduce unnecessary costs in the form of unmanaged risk.

- Do you have a strategy for how you intend to acquire this decision-making experience?
- How many people have the business acumen and understanding to run your company today?
- How many people in your company really understand the importance of managing debt?
- Do your operations people really understand the risk/reward equation of your change orders?
- Is there a clear understanding of the importance of cash flow and getting paid as soon as possible?

This engaging simulation is designed to build skills in financial understanding, commercial acumen and business planning, to allow all your business's decision makers to mitigate risk.

Construction ProfitAbility teaches people working in construction exactly how profit is made, how cash flow is affected and how each individual can make a difference. Using a unique, board-based simulation — designed to represent a construction business, participants learn how money moves through their business with every decision they make. Participants learn how to plan, forecast, budget and make informed decisions on their return to work.

The ProfitAbility approach

Experiential learning or 'learning by doing' enables participants to absorb essential concepts and transfer them directly to their workplace in the form of changed behaviour. Knowledge and business acumen are not only increased but, vitally, retained and used.



“ Each day after the class, I found participants in their bosses' offices, raving about what they were learning, and how much fun they had, while admitting how hard it was.

Difficult and rewarding, now that's successful training. ”

**FMI Construction ProfitAbility,
Project Sponsor**

PROFITABILITY®
Business Simulations

www.profitability.com

What will participants do?

In Construction ProfitAbility, six teams of participants compete against one another to run a simulated construction business, and to produce the highest return on investment they can. They pay the consequences and reap the rewards of every decision they make through seven rounds of decision-making and experimentation.

Construction ProfitAbility introduces a variety of business challenges to the participants over two days. The risks are simulated and the direct result of choices made become obvious as they look at the business financials. A few of the many risks they will need to manage are:

- Lost Bids
- Change Orders
- Staffing shortages and excesses
- Liquidated damages
- Bonding limitations
- Competition
- Cash Flow
- Debt limitations
- Rent versus own
- Project portfolio
- Overhead costs

Learning outcomes

- Linking construction decisions to customer satisfaction, sales, marketing success and financial results: decisions might include for example project selection, client relations strategy, cash flow, overheads
- Broader perspective by seeing a 'helicopter view' of how different parts of the business work
- Improved understanding of the key drivers of profitability, cash flow and value creation
- Understanding cash flow forecasts, profit and loss accounts, business plans and balance sheets
- Financial reporting (balance sheet and income statement)

The Business Savvy Survey

No pre-work is required for this simulation, though prior to the programme participants may be asked to do a web-based questionnaire, the Business Savvy Survey. This 15-minute exercise assesses the level of participants' business financial acumen. The result is virtually instantaneous, is only sent to the participant themselves and is confidential. The project sponsor will receive aggregated results to allow them to measure the impact of the simulation.

Furthermore, participants can take the test anytime after the ProfitAbility programme to record exactly how much and where they have improved.

Call +44 (0)1491 821900 to find out how
Construction ProfitAbility can help you
experience a more profitable future

Summary

Who should attend?

Anyone who wants to maximise their company's financial success. Past participants range from financial novices to those with degrees in finance and business, and include: Senior PMs, Supers and other Operations-Minded Project Staff; High Potentials; Division & Business Unit Managers.

Class size

18–24 – or can be tailored for a larger group, for example as part of your conference or event.

Duration

2-3 days (can be flexed to suit your needs, for example as part of your leadership curriculum).

Customisation

We can rebrand the board, tailor the inputs to reflect the drivers of value in your organisation, or create a bespoke version based on your business.