

# Corporate ProfitAbility®

experience your  
business future

## Give every employee a real understanding of the business impact of their daily decisions

To compete in a changing world, companies like Nestlé, Roche and Siemens have long understood the need for every employee to understand how the business makes money.

Corporate ProfitAbility is a highly effective tool, designed to give a global overview of how a company works, and to make the learning of strategic planning, marketing and financial concepts as easy and enjoyable as possible. It is a fast-paced and highly challenging board-based business simulation that focuses on building business and financial acumen, and goes on to explore the drivers of value creation in your business.

Corporate ProfitAbility is fully customisable to reflect the specific terminology and drivers of value within your own organisation, and is suitable for managers at every level.

### Learning criteria

Corporate ProfitAbility teaches:

- how profit is made
- how business finances really work
- the importance (and cost) of cash
- how strategic direction affects daily operations
- what they can do to move their numbers in the right direction.

Using a unique simulation, which represents the workings of a company, complete with sales, marketing and financial operations, participants learn how money moves through their business with every decision they make.

### The ProfitAbility approach

Experiential learning — or 'learning by doing' — enables people at every level 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 also retained and – vitally – used, allowing people to make informed business decisions on the job.

This is achieved through:

- shared experience
- teamwork
- competitive challenge
- company-specific language and discussions.

### What will participants do?

Each participant is part of a small team, in competition with five other teams. Each team will buy and sell products, hire employees, make capital investments, take out loans, research the competition and make decisions based on their position in the marketplace.



“ Very informative and educational training. Of all the training completed at Roche, I found this method of teaching and learning to be the most informative ever, and more likely to stay with me for future use. ”

Fiona Caulfield  
Quality Controller  
Hoffman-La Roche

**PROFITABILITY®**  
Business Simulations

[www.profitability.com](http://www.profitability.com)

The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow. In between each competitive round, participants receive teaching input on the following topics including immediate application exercises to reinforce the learning.

#### Profit vs. Cash

How both are crucial to business growth and survival.

#### Ratios:

Which ones to use and how they help you manage the business.

#### Forecasting:

How to predict and affect cash flow.

#### Planning:

What tools to use and how to analyse planned versus actual results.

#### My Job:

What I will do back at work to create better financial and business results.

#### Costing:

Fixed and variable.

#### Learning outcomes

- essential overview of how each business decision has a financial consequence
- understanding the difference between profit and cash
- knowing how to interpret income statements and balance sheets – and enjoying doing so
- understanding budgeting, cash flow forecasting and profit margin analysis
- increased understanding of the key measures of business: gross profit, net profit and shareholder value
- how to control cash moving in and out of the business
- understanding the need to develop a marketing strategy for a competitive marketplace.

#### 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 and 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.

Contact ProfitAbility on +44 (0)1491 821900  
and find out how Corporate ProfitAbility can  
help you experience your business future

## Summary

#### Who should attend?

Anyone who needs to understand the financial impact of their decisions.

#### Class size

12–24 per group - or we can run the programme on a much larger scale for your conference or event .

#### Duration

Two days (can be flexed to suit your needs).

#### 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.



When students at the Timken Academy completed CPA in August 2011, the average Business Savvy Survey score increased by 18%, and the lowest score actually doubled.

