

Pharma ProfitAbility

I imagine the impact on your bottom line if every manager knew how to influence profit and cash flow positively with each decision they made.

What is Pharma ProfitAbility?

Pharma ProfitAbility is a board-based simulation that has been specifically developed to increase the financial understanding of managers within Pharma companies. It helps them understand the challenges of balancing new product development with supporting existing products.



Who should attend?

This engaging and challenging business simulation is for all managers and their direct reports. Pharma Profitability is designed to build skills in financial understanding, commercial acumen and business planning.

What will they learn?

Pharma ProfitAbility teaches people exactly how profit is made, how cash flow is affected and how each individual can make a difference. It uses a unique, board-based simulation — designed to represent a pharmaceutical company — which helps participants to make decisions on: generic vs. branded products; how much R&D to spend in order to raise the probability of early regulatory approval; balancing risk and reward, and time-to-market challenges; using R&D, price and promotion to drive in-line product sales. Participants learn how money moves through their business with every decision they make. They learn how to plan, forecast, budget and make informed decisions on their return to work.

How will they learn?

Experiential learning — or 'learning by doing' — enables your people 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 — they are also retained.



"I have been on so many courses where the end aim has been the same as this course — this is the first time I have seen it achieved. It has been fun to work with colleagues across the group. Even with my financial background I learnt a lot more on this course than I thought I would!"

"Using a simulation to learn something rather abstract and complicated was a great experience".

"The course was very good at getting the key messages across clearly — and it was lots of fun too!"

PROFIT ABILITY[®]

Pharma ProfitAbility

What will they do?

Each participant is part of a 3–4 person team, in competition with 5 other teams. Each team will make the strategic, operational and financial decisions that must be made to set up, run and expand an ethical pharmaceutical business over a simulated period of several years. The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow that is critical to the business. The simulation is run over 6 business cycles. After each period of activity, short presentations on these topics are followed by immediate application exercises:

Profit vs. Cash

How both are crucial to business growth and survival. The impact decisions have on them in the long-term

Ratios

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

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

What's the result?

The learning outcomes are:

- Broader perspective by seeing a 'helicopter view' of how different parts of the business work
- Improved understanding of the key drivers of profitability and cash flow
- Seeing the short term and long term effects of your decisions
- Understanding cash flow forecasts, profit and loss accounts, business plans and balance sheets
- Understanding and improved skills in how to use key financial metrics

What pre-work is needed?

None. Just bring a calculator, sharp mind and pencil! Prior to the programme you may be asked to do a web-based questionnaire, the Business SAVVY Survey. This 15-minute exercise will let you know the level of your business financial acumen. The result you get is virtually instantaneous, is only sent to you and is confidential to you. Furthermore, you can take the test anytime after the ProfitAbility programme to record exactly how much and where you have improved.

Who should attend?

Managers and their direct reports

Class Size

18–24

Duration

2 days (can be flexed to suit your needs)



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