

# Global Business Acumen Challenge



*"The Championship in Business Management is the best business simulation competition I or my team members have ever been part of. We learned about each other as a management team, such as about the strengths some of us have in various areas of business that are not part of our everyday work experience.*

*We enjoyed competing - and beating - teams from our company, as well as competitors in the telecom market. I can only say that BTS did a great and professional job of organizing and taking care of our every need throughout the competition.*

*I would strongly recommend the Championship to anyone seeing the need to get team members learn about each other, the need to learn about practicing the business of business, or the need to learn to make decisions quickly in a teamwork context, all in an environment that lets you see the results immediately."*

**Mitch A. Lewis**

**Head of Marketing Ericsson Multi-Service Networks**



*"This is an excellent tool for fast learning. There are great benefits in terms of strategical understanding of the management within a telco company. It allowed me to see the big picture of business and understand the key factors in the management of strategy against direct and indirect competitors, also to see the effect of well thought decisions taken under pressure. For me it was a very fruitful experience with high value added, the reason being in simulations you are able to see very interesting conclusions in a short period time, conclusions that in the real world would only be visible to high profile people with many years experience within the organization."*

**Javier Berenguela**

**Commercial & Planning Supervisor Telefonica Chile**

The Telefonica logo, featuring the word "Telefonica" in a yellow, cursive font, set against a dark blue rectangular background with a thin yellow underline.

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# Getting Started!

- Form teams of 3-5 individuals and run an online simulated company in competition with international participating teams for market shares, revenues and profits.
- Appreciate the 'Big Picture of Business', Practice the business of business in a risk-free environment,
- Develop business understanding and financial literacy --- research shows that from Middle managers to frontliners there is today across the globe a lack of business understanding which limit employees to positively impact their organization's bottom-line,
- Build understanding of the impact of decisions taken in one area of the business on other functions and ties it all up to the bottom-line results --- Departments, Units, Divisions, do not work in silos... they cross-collaborate. By understanding the flow of decisions and their impact across the organization, individual work smarter, make the right decisions,
- Develop business/leadership skills both 'hard' (Financial Skills, Strategic Thinking and Fact-based Decision-making under pressure) and 'soft' (Team-learning, Group Dynamics, etc.),
- Strengthened teams' cohesiveness.
- Tournament runs over 5 or 10 weeks (1 Practice Round + 4 Rounds, each representing 1 fiscal year of the company).
- No traveling is required, No Loss in employee-productivity, Reach targeted audience in a cost effective/efficient way, in line with modern days' corporations Green-Training initiatives
- Pre-work (Interactive on-line Module on Finance valid for 1year for all participants, Support, and Feedback&Coaching throughout the programme,
- **Option:** the programme is supported by a set of proven processes that 1) provide a line of Sight for the initiative, 2) ensure Alignment of the participants, 3) drive Accountability.

## BTS Business Acumen Challenge: Objectives → Outcomes

<i>Programme Objectives</i>	<i>Knowledge &amp; Skills</i>	<i>On-the-Job Behaviors</i>	<i>Outcomes</i>
<ul style="list-style-type: none"> <li>Gain an holistic understanding of business by managing a multinational Telecom company in direct competition with other participating teams.</li> <li>Improve Business &amp; Financial Acumen</li> <li>Develop individual / team skills</li> <li>Breaks-down Silos &amp; Silo-thinking</li> </ul>	<ul style="list-style-type: none"> <li>Improved business understanding in practice (throughout the value-chain)</li> <li>Enhanced financial literacy</li> <li>Mastered business inter-relationships and their complexities</li> <li>Craft winning strategies and learn smart implementation</li> <li>Enhanced leadership capabilities</li> <li>Manage a scorecard</li> <li>Execute a project from start to finish</li> </ul>	<ul style="list-style-type: none"> <li>Fully appreciate how to best contribute to the success of your organization by having an impact at your individual level.</li> <li>Take better, faster decisions</li> <li>Work smarter as an individual and as a team</li> <li>Team-learning vs Team-building</li> </ul>	<ul style="list-style-type: none"> <li>Commit to your business as you better appreciate Key Success Drivers and sustainable Growth Strategies</li> <li>Understand own business and what influences the way it evolves (micro/macro perspective).</li> <li>Improved your team's dynamics</li> <li>Best Practice sharing across your organization</li> <li>Internal/external benchmarking</li> </ul>

How?



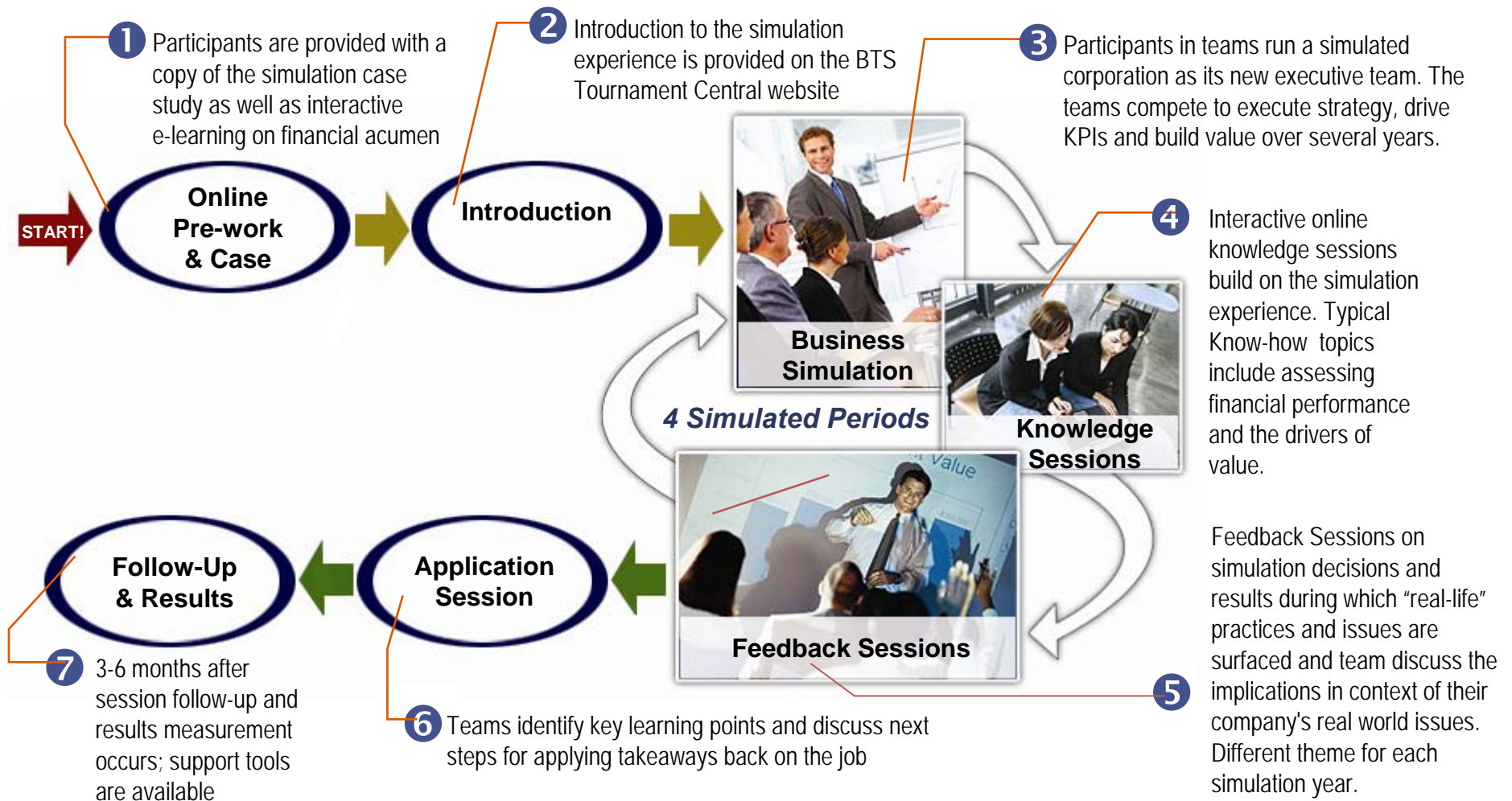
Why?

Tournament allows teams to compete virtually



# The Experience

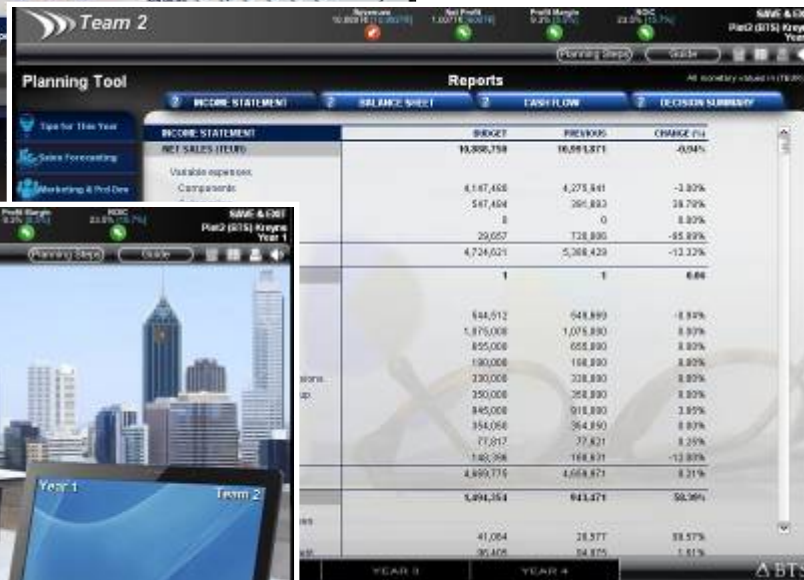
•••• *Fast-paced, experiential “do-reflect-apply” format*



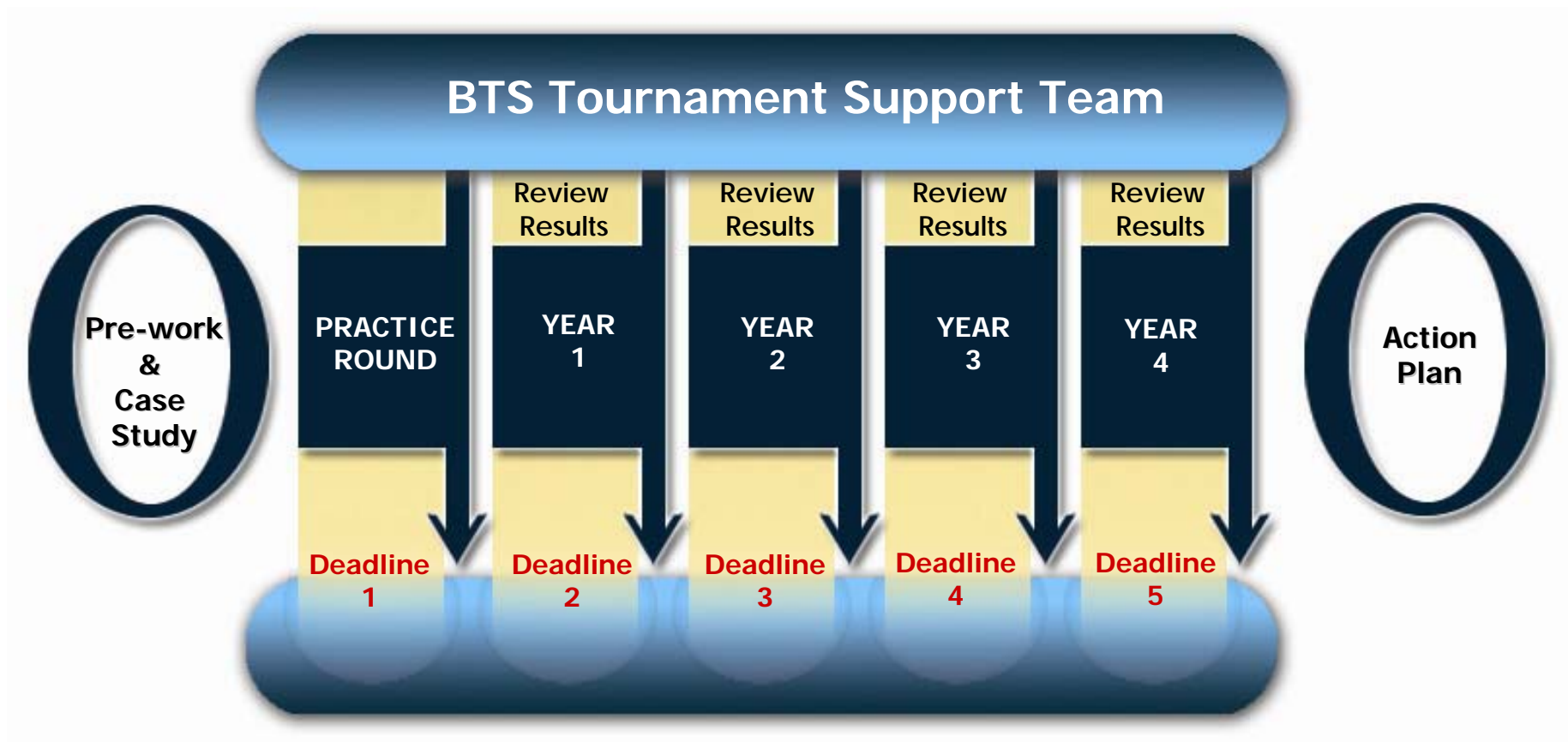
# Business Decisions & Feedback

Teams make business decisions to create a go-to-market plan. Once the plan is created with all business areas addressed, it is submitted to the marketplace.

Then, teams receive feedback on how they performed in the market and the impact on KPIs, growth and profitability.



# The Business Challenge Process



# Summary

Teams of 3-5 participants

Programme: Gain an holistic understanding of business by managing a multinational company in direct competition with other participating teams..

Benefits:

- Appreciate the 'Big Picture of Business', Practice the business of business in a risk-free environment,
- Develop business understanding and financial literacy --- research shows that from Middle managers to frontliners there is today across the globe a lack of business understanding which limit employees to positively impact their organization's bottom-line,
- Build understanding of the impact of decisions taken in one area of the business on other functions and ties it all up to the bottom-line results --- Departments, Units, Divisions, do not work in silos... they cross-collaborate. By understanding the flow of decisions and their impact across the organization, individual work smarter, make better decisions,
- Develop business/leadership skills both 'hard' (Financial Skills, Strategic Thinking and Fact-based Decision-making under pressure) and 'soft' (Team-learning, Group Dynamics, etc.),
- Strengthened teams' cohesiveness.

# BTS Tournament Clients

- Over 30,000 participants from 65 countries have competed in the BTS Global Tournament since it was first launched in 1999



## Why BTS Tournaments?

- #1 in Providing Strategic Business Acumen Learning Initiatives Using Business Simulations for Companies Worldwide
- The world leader in online competitive business simulation tournaments with approximately 900 teams competing annually.
- Customized for a Variety of Business Objectives
- International Capabilities with a Global Reach
- Proven Track Record of Delivering Bottom-line Results

## Why Use BTS Tournament Learning?

- Highly engaging, fun learning experience that build critical business skills and team work that you need to succeed
- Reach wider audiences faster and more effectively than classroom
  - Cost, time, scheduling etc doesn't permit everyone to go to classroom sessions.
  - On-line Simulations and Know-How sessions can reach anyone, anywhere and allow them to learn in a very flexible learner centered way
- More follow-up and tracking opportunities
  - Usage statistics, reminder emails, follow-up on implementation plans etc

### Other benefits:

- Avoided travel costs
- Reduced hotel and catering costs
- Lower loss of productivity
- Less time away from family
- Minimized environmental impact

## Key Client Company Benefits

- Risk free environment to test & simulate strategies
- A proven way to develop management board dynamics
- Immediate results for precise action plans & follow up
- Skillful and motivated personnel to increase both revenue and profit



- External networking & benchmarking
- A deeper understanding of own and customer's business
- Ideal tool for team building and virtual team
- Fast implementation & fast results

## Further Information and Contacts

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Director

**Δ BTSi-T | a BTS Group Company**

*Catalysts for Profitability and Growth*

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