



**IOL (UK) Limited & Northgate Training**  
EXERCISES, GAMES & SIMULATIONS FOR MANAGEMENT DEVELOPMENT



# Winning Strategies

*A business activity that does NOT require the use of a computer.*

***A company manufacturing inflatable boats is in deep trouble. It's your task to come up with a strategy to turn things round!***

## **Key Skills**

- **Financial analysis**
- **Decision making**
- **Teamwork**
- **Forecasting**
- **Strategic thinking**
- **SWOT analysis**



|                |                                   |
|----------------|-----------------------------------|
| <b>Timing</b>  | 1-2 hours                         |
| <b>Numbers</b> | Up to four teams                  |
| <b>Price</b>   | <b>£495</b> plus delivery and VAT |

## Winning Strategies

### **About the Activity**

*Winning Strategies* allows teams to look at a business and establish its current state and where it might develop its expertise in the future.

Team Folders provide all the necessary information; company history, staffing, sales data, accounts etc for *Waveriders* which manufacture inflatable rubber dinghies for the leisure and military markets. Business performance has been in decline over several years - falling sales, declining profits and over-production.

Participants, working in teams, discuss the state of the firm and must first reach some conclusions about its strengths and weaknesses.

The company obviously needs to reduce its costs, balance production to sales, cut back on high stockholding, improve sales and find new markets.

At this stage, teams each make a brief presentation on how they see the company and what they think of its future prospects.

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### About the Activity (cont'd)

They are then issued with a number of possible strategies for the future. The company can try to increase its market share of current products by trying to beat the competition and attract new buyers. It could look for new markets. It might consider brand new products, or diversify into other products.

With knowledge of the company and their current markets, teams have to choose what they believe will be the

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### Running a Session

- 1 Divide participants into teams.
- 2 Introduce the nature of the activity and explain the timing and mechanics.
- 3 Issue each group with a **Waveriders Folder** containing all the details about the ailing company.
- 4 Allow teams up to 50 minutes to study the material and to come up with a SWOT analysis.
- 5 Listen to each team's ideas about the company.
- 6 Issue the **Strategy Cards** and allow teams another 30 minutes to pick the strategy they think will work best with, plus, perhaps, a second choice.
- 7 Listen to each team's ideas.
- 8 Begin the Debrief to discuss the issues raised and to demonstrate the outcome of the 'best' solution. Use the **PowerPoint Presentation Slides** to sum up.
- 9 **Trainer's Notes** with full guidance on running the exercise and notes on the lessons learned are provided in the pack.

most effective strategy for the future – and prepare to justify for their choice.

*Winning Strategies* is an ideal introduction to business analysis and allows participants test their business acumen! More advanced groups can do projected P&L accounts. Other groups can concentrate on less financial aspects of the case.

**Trainer's Notes** give full explanation of the various outcomes showing that one strategy is better than any of the others available.

## Winning Strategies

### Trainer's Comment

*An excellent, hands-on activity for getting to grips with the basics of strategy.*

G. Bennett, Independent Consultant.

## Winning Strategies

### Recent Purchasers

*BNFL*

*China Europe Int. Business School*

*Dudley College*

*Early Learning*

*Focus Wickes*

*Harper Craven*

*Jurys Doyle Hotel Group*

*Legal & General*

*TNT*

*Lloyds Pharmacy*

*London Management Centre*

*Media Training*

*Mercuri Urval NV Belgium*

*Mission Performance*

*Rentokil Initial*

*Schlumberger Sema*

*Warwickshire EBP*

## TO ORDER

Winning Strategies **Please contact**

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