

# Commerciality Physical Business Simulation

Our **Commerciality** Simulation will provide your people with a real-time opportunity to practice and focus on the key skills, attitudes and behaviours they need to adopt to drive the commercial success of your business. In teams, participants are responsible for setting up, managing and growing an operational business. Each business has to wrestle with the complexities of strategy, finance, solution design & delivery, customer service and a changing competitive landscape whilst working collaboratively and effectively as a team to deliver against their strategic goals and KPIs. Each simulation we run for our clients is unique to them - we would work in close partnership with you to ensure we immerse the simulation around your leadership behaviours and values, and your commercial context. We have 1 and 2 day versions of our Commerciality Simulation.



Option to blend a facilitator-led session around interpersonal and/or commercial/finance skills

# DigiPark Virtual Business Simulation

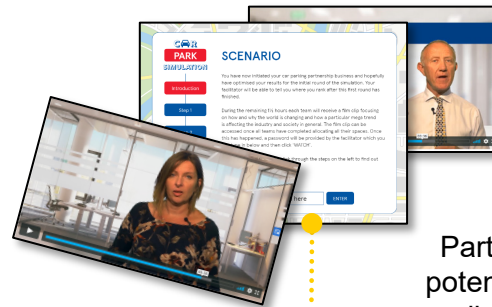
In teams, participants have to optimise resources to drive customer service and maximise commercial performance. Working collaboratively as a team, they must respond to fundamental change and disruption in the marketplace and industry, adapting their business to deliver commercial results. **DigiPark** can run as standalone simulation (half-day) or incorporated into a wider programme and blended with facilitator-led sessions around interpersonal and commercial skills to help reinforce the learning.

In the **planning phase**, participants analyse the industry and assess the dynamics of the business for a national car park operator

- Participants construct a plan for phase 1 where they have to allocate resources to optimise commercial performance and customer satisfaction

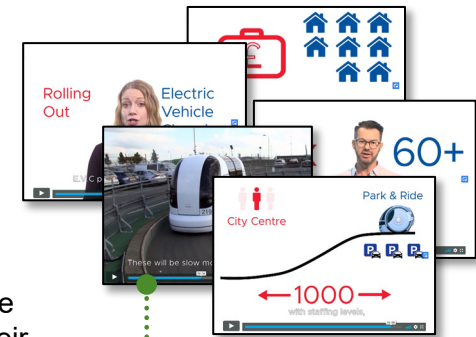


At the end of phase 1, results are distributed to teams supported by facilitator-led industry and business commentary



Participants need to communicate potentially difficult messages to their colleagues regarding the impact of these mega trends

- Participants receiving the message(s) give feedback on how successfully the change was communicated via an online feedback mechanism



The simulation ends with a review of the results from phase 3

- Results are distributed, supported by facilitator-led industry and business commentary



Planning

Phase 1

Phase 2

Phase 3

In **phase 1** teams have 45 minutes to allocate a range of types of car parking bays (e.g. electric, mobility, standard) across a number of city centre and out-of-town sites

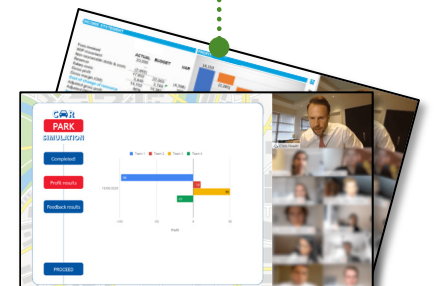
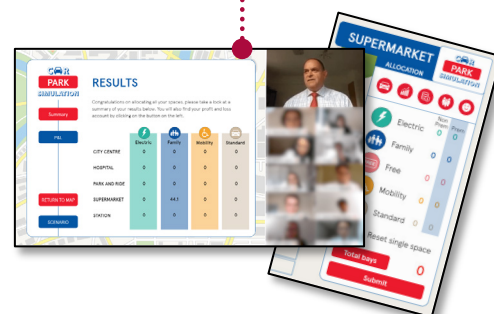
- Participants action their plans, focussing their decisions on revenue, profit, cash flow and customer satisfaction

In **phase 2**, teams are faced with ambiguity and change brought about by mega trends affecting the business landscape

- Participants have to assess what impact these trends will have on business strategy operations, people resourcing and financial performance

In **phase 3**, participants implement their revised plans again focussing their decisions on revenue, profit, cash flow and customer satisfaction

- Can they optimise the performance of their business to emerge as the winning company?



Option to blend a facilitator-led session around interpersonal and/or commercial/finance skills