

Customer feedback

Responses from participants



„Everyone in the team has to pull together, that's the only way to be successful.“

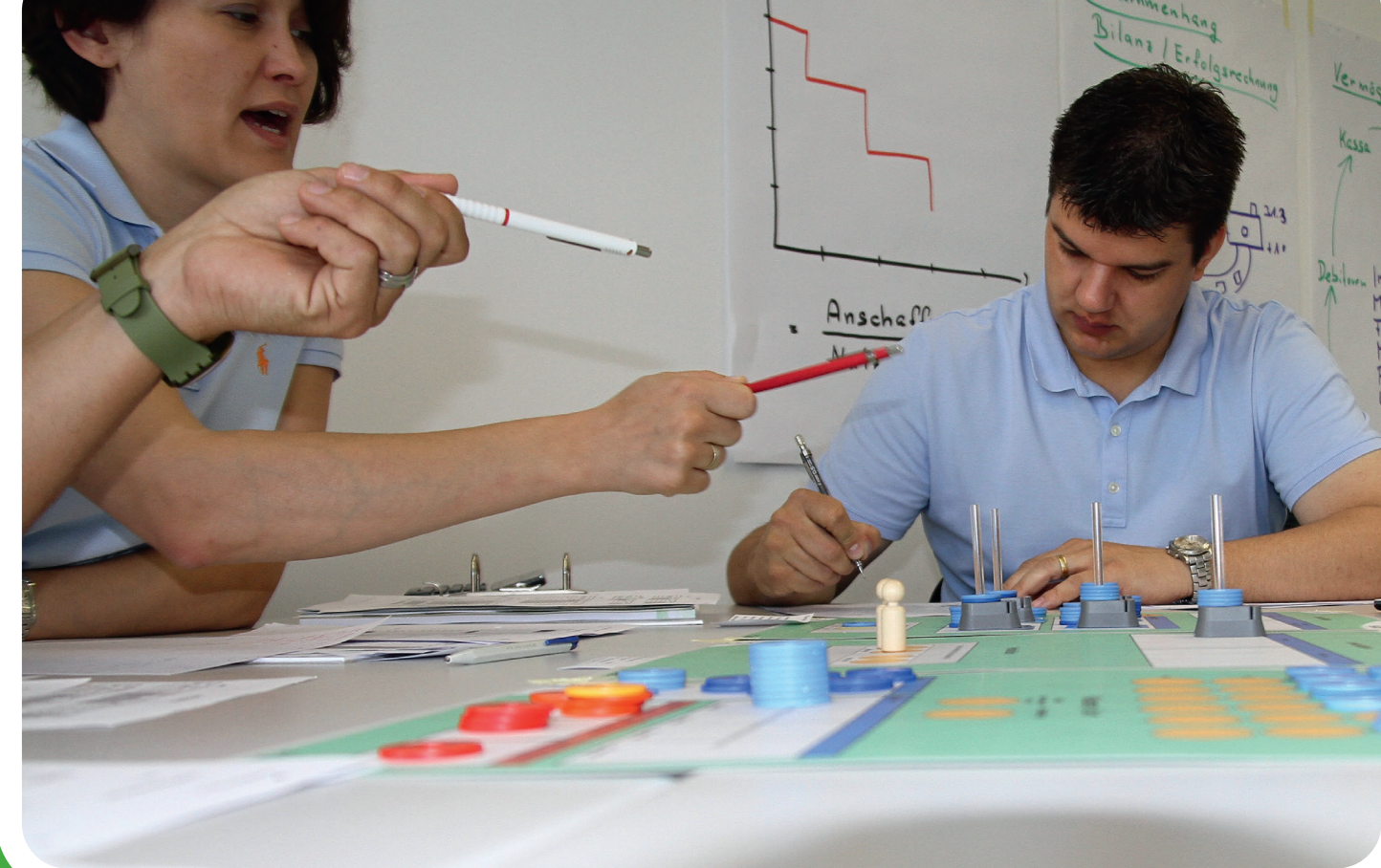
„Thanks to the seminar, I have developed a deep understanding of business decisions.“

„It becomes clear how important liquidity is.“

„A very good business game, compact and practical.“

„It was amazing to learn how the smallest changes affect the price and return on capital.“

„A very realistic simulation game. The dependencies of the decisions on the entrepreneurial result become immediately visible.“



Strategy-orientated business simulation games

Learning to understand business reality with simulations

aba.sim

Feedback from clients

Customer feedback, M.W. (Head of Sales, a multinational company listed at the stock exchange):

„In order to continuously improve our actions and processes, we want to promote our employees' understanding of the value chain in our company, especially in recognising their personal contribution within the scope of their tasks.“

G.S. (Personnel development of a national company in the energy sector)

„Our goal was and is to continuously improve our employees' competence in entrepreneurial thinking and acting“. In ABACO, we have found a competent and innovative partner who has customised a business simulation to our needs. In this way, our management staff were able to deepen their basic business knowledge in a fun way, develop a cross-divisional understanding of our company's value chain and thus recognise their own opportunities to influence and impact the company's success. From the perspective of HR Development and the participants, the business simulation was a complete success.“

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Your benefits

Your employees will recognise the complex business interrelationships within the company. They understand the processes and their own position in the value chain. As a result, they realise the impact of their actions and how they can influence the company's overall results.

They understand the company's financial structures, learn how to draw up budgets and interpret reports and incorporate the results into their activities. This enables your employees to act in a more cost-conscious and responsible manner and increase the economical use of resources. They train networked entrepreneurial thinking and understand the corporate strategy. This in-depth understanding turns employees into entrepreneurial thinkers.

Our services

We reduce the complex reality of your company and teach your employees how to deal successfully with this complex reality thanks to the simplified visualisation of interconnections. Together with our clients, we identify the strategic success positions of their company and analyse the cause-and-effect relationships. Based on this analysis, we adapt an existing business simulation or develop a strategy-orientated business simulation to suit your company.

We have developed business simulations for the following sectors:

- Manufacturing
- Project Management
- Public transport (railway)
- Energy supply
- Healthcare (hospital)
- Retail trade

In the business simulation games, we consider a wide range of entrepreneurial topics: from the origin and utilisation of financial resources (balance sheet) to the income statement, liquidity, value chains, resource planning, warehousing and capital requirements, balanced scorecard and intangible capital (knowledge), impact cycles with dependencies and feedback loops. Various levels of specialisation are possible, which must be taken into account in the time required by participants.

The benefits for participants

Participants in the business simulation learn to analyse their actions and their impact on the company as a whole using business management criteria. They recognise the internal and external networks within the company as well as their own influence on the company's results. Participants make strategic and operational decisions, taking into account personnel, processes and relationships (customers, suppliers). They are able to understand the processes and interfaces in the company organisation.

This increases their awareness of the causes of conflict and of common goal-orientation in teams. The perception of their opportunities to exert influence in the company brings thinking for the company to the fore. This shapes their future decisions for the success of the company.

Concept of our business simulation game

The concept of business simulation games is based on the experience-orientated testing of economic reality. The effects of the decisions made are revealed in a timely manner, with theoretical input the participants acquire the specialist knowledge and are able to analyse the developments and tackle the necessary changes.

The business simulation games are conducted with game boards and three-dimensional symbols for money, materials, products and cost units that can be grasped with the hands. This enables participants to understand the business context more clearly and quickly. The team approach promotes group formation. The linguistic exchange during the game increases reflection and supports the transfer of what has been learnt into practice.

Next steps

We look forward to your call and would be happy to visit you and analyse your situation together. On this basis, we will customise a business simulation to your needs.