



# ÖKONOMIKUS<sup>TM</sup> basics

Take the “mystery” out of business finance and develop a real understanding for the basic elements of business.

## PREFACE

ÖKONOMIKUS<sup>TM</sup> basics is a powerful and fun way to build company-wide business literacy, resulting in improved commitment goals, higher productivity and increased teamwork. In a hands-on-simulation that takes the mystery out of business finance, participants learn how cash circulates through companies and affects scarce resources. They gain a better understanding of the effects of purchasing decisions, changes in productivity, and resource management on their companies' profitability and financial condition.

## PARTICIPANTS' TASK

ÖKONOMIKUS<sup>TM</sup> basics immerses participants in a hands-on, active environment. During the simulation, participant teams run their own model company. Participants gain a better understanding of profitability analysis, balance sheets and income statements and other financial indicators. Your company competes with other teams, and will try to gain market share and to improve its own performance.

## KEY RESULTS

Organisations that have put their people through ÖKONOMIKUS<sup>TM</sup> basics report:

- Improved expense control and identification of new ideas to reduce costs
- Improved customer service
- Greater trust in senior management
- Better decisions about resources allocation, with more buy-in from diverse groups

Lessons learned from ÖKONOMIKUS<sup>TM</sup> basics -program can be applied immediately to business issues:

- Evaluating their own unit for ways to improve profitability
- Understanding the influences in their customers' cash flow and profitability
- Working more openly with other departments to make resource allocation decisions
- Introduce metrics for assessing key expense and income areas





Market



Input



Simulation overview    Decision parameters Strategy  
 Decision parameters Finances  
 Decision parameters R&D  
 Decision parameters Supply Chain Management / Production  
 Decision parameters Marketing and Sales

## LEARNING OUTCOMES

Participants develop skills and understanding about:

- A real understanding of the flow of capital in the company and see "the big picture", so they can make meaningful contributions to the business
- The types of expenses associated with delivering a product
- How balance sheets, income statements and other financial reports and indicators can be used to help them identify problems and opportunities in their business
- The critical elements affecting profitability in their organisation
- How to describe the value of their organisation's products and services

## AUDIENCE

- Business leaders who need to build a shared understanding of financial and management concepts
- Sales associates, sales managers, customer service representatives and other members of the organisation who desire basic or refresher training in business finance fundamentals
- Trainees, students

## APPLICATION

- Workshops with groups of 2 – 4 persons per team
- Each seminar consists of 4 – 6 teams with a total of 8 – 24 participants. Multiple seminars can be run simultaneously
- 6 – 8 simulated periods experienced in 6 – 12 hours
- Development of customized scenarios on demand

## LANGUAGES

- English
- French
- Italian
- German
- Chinese
- Other languages upon request

