



ÖKONOMIKUS™ strategy

Improve your strategic thinking and gain a new awareness of the „big picture“.

PREFACE

ÖKONOMIKUS™ strategy is a compelling executive simulation that leads to better and faster business decisions through improved coordination between executives. It is a guide to business economics, a competition in business strategy and a lesson in decision-making.

PARTICIPANTS' TASK

ÖKONOMIKUS™ strategy is an intensive simulation during which participants manage a company over a simulated 4 – 10 year period. The company has to succeed in a highly competitive marketplace. Participants are required to manage the strategic, operational and financial variables that will help the company to lower costs and penetrate new markets. The board game fosters spontaneous interaction between team members as they discover the interrelated nature of business functions and how financial actions in one part of a company impact operations overall. As a simulation-result, participants learn how vital strategic, liquidity and investment planning are to overall operations. By making strategic (financial) decisions and managing the effects of those decisions participants gain a new awareness of the “big picture” that drives their organisation and those of their customers. They also obtain important insight into their personal role in helping their organisation’s ROI.

KEY RESULTS

Numerous companies have employed ÖKONOMIKUS™ strategy. Frequently seen results include:

- Improved leadership and management of teams
- Improved productivity through better teamwork and better allocation of limited resources
- Increased responsiveness to internal and external customers needs
- Improved coordination between departments
- Developed and showed better control over implementation of strategic decisions, strategic reviews and adaptation to the competitive market environments





Simulation overview

- Decision parameters Strategy
- Decision parameters Market Positioning
- Decision parameters R&D
- Decision parameters Supply Chain Management / Production
- Decision parameters Marketing and Sales
- Decision parameters Financial Management
- Decision parameters Human Resources

LEARNING OUTCOMES

ÖKONOMIKUS[™] strategy is a highly engaging and intensive simulation that helps participants:

- Improve strategic decision-making based on a better understanding of business economics
- Increase collaboration with other executives and departments
- Better mobilise resources, combine business models, and allocate limited resources
- Improve the way they lead and manage their teams
- Develop a deep understanding of the overall business impact of their strategic (and financial) decisions
- Gain insight view into the roles played by other executives
- Make decisions that will maximize overall return on investment
- Understand when compromises of their own objectives are necessary to help achieve a better overall result
- Enhance their personal impact on your organisation's bottom line

AUDIENCE

- Senior and middle management
- Managers and decision-makers from different departments
- Management candidates from all areas of a organisation
- Employees who have financial responsibility
- Trainees, students (business schools, universities, academies)

APPLICATION

- Workshops with groups of 2 – 4 persons per team
- Each seminar consists of 3 – 6 teams with a total of 8 – 24 participants. Multiple seminars can be run simultaneously
- 5 – 10 simulated periods experienced in 12 – 24 hours
- Development of customized scenarios on demand

LANGUAGES

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

