



Winning Strategies

A Northgate Training Game

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

Waveriders, a company manufacturing inflatable boats is in deep trouble. It's your task to come up with a strategy to turn things around.



About the Activity

Winning Strategies allows teams to look at a business and decide what state it is in 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 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 firm conclusions about its strengths and weaknesses. The company obviously needs to reduce its costs, balance its production to sales, cut down on high stockholding, to 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.

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 most effective strategy for the future. Team presentations at this stage can build in a justification for their choice. Winning Strategies is an ideal introduction to business analysis and allows participants to find out if they have business acumen! More advanced groups can do projected profit and loss 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.

What to do

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. Listen to each team's ideas.
9. Begin the Debrief to discuss the issues raised.

Trainer's Notes with full guidance on running "Winning Strategies" and notes on the lessons learned are provided in the pack.

Key Skills

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

Users' Comments

"Winning Strategies is an EXCELLENT, hands-on activity for getting to grips with the basics of strategy"

"Winning Strategies demonstrates the importance of looking externally and influencing management teams who often contribute to the problem. An excellent hands-on activity to get to grips with the basics of strategy."

Timing: 1 to 2 hours + debrief.

Numbers: Up to 4 teams with 4 to 6 delegates in a team (for each business game).

Who: Staff at any level.

PC required: None.

Licence Free: When you buy this training material, there are no restrictions on the number of times you can use it.

Cost to buy: You can buy this business game (which includes a trainer's manual) and use it yourself for £495 + delivery and VAT (if applicable).

We will also run this game for you, please contact us for details.

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