



# BizVantage

*Client's Perspective Simulation for your Managers*

  
doub1Etch



## BizVantage

Your client-facing managers can now step into your client's shoes, experience real client concerns, appreciate cross-functional decision making and isolate the impact of their decisions with the help of our **BizVantage** workshop.

**BizVantage** is a rigorous experiential workshop designed for managers to experience the complexities and challenges of running a business. It combines a complex, realistic business simulation with debriefing and concept sessions to equip participants with the tools to effectively address your client's business concerns.



# BizVantage- Who & What

## BizVantage

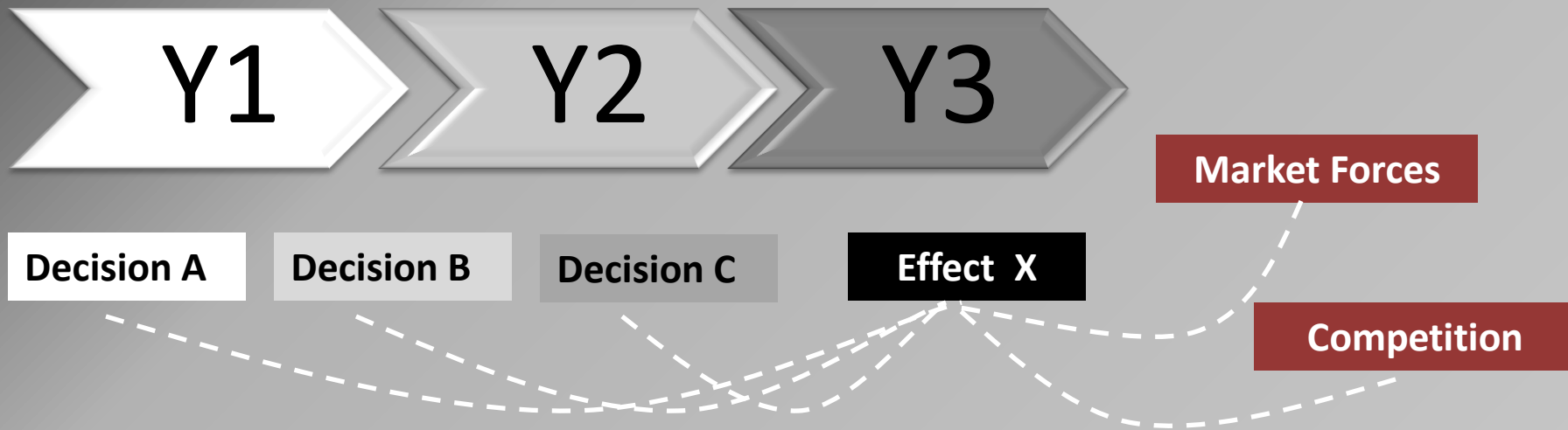
Designed for managers who deal with clients directly:

- Sales Managers
- Pre-sales Team
- Functional Consultants
- Project Managers
- Others in client facing roles

*At the end of the **BizVantage** workshop, managers can:*

- Navigate clients roles based on each position's levers and concerns
- Get the rationale behind customer requests and concerns, and be better prepared to address the same
- Mature as trusted partners with a holistic view of the client's side of the fence
- Solve issues with measurably fewer resources

# Thinking **Long** Term



## Tracking Impact of decisions:

As participants step into the customer's shoes, they are divided into teams. The teams run a business over a period of time (multiple quarters and years) and

every result is the cumulative effect of decisions taken at different stages, along with market forces and competitor movements. It reinstates the importance of long term thinking.

# BizVantage Overview

## Competition:

- Market Share
- Technology investments
- Pricing, etc.

## Customers:

Customers across segments, each with its own focus and issues, differentiated by:

- Feature requirements
- Quality requirements
- Volumes
- Margins

## Simulated Company

### Roles

- CEO
- Sales
- Marketing
- Finance
- Operations
- R&D
- HR

### Business Decisions

- Strategy Implementation
- Development vs outsourcing decisions
- Positioning
- Capital budgeting
- Marketing spends

## Geographies:

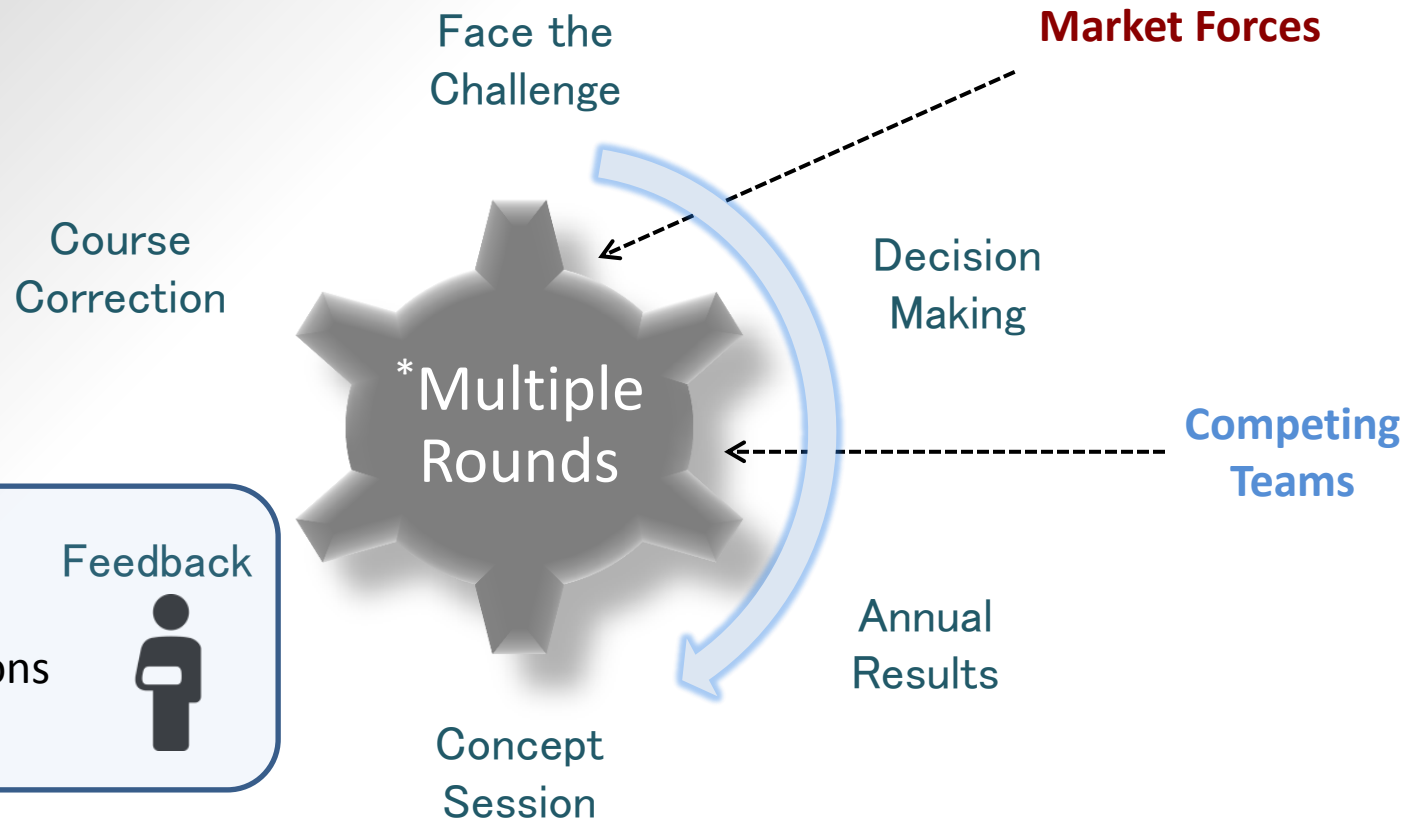
- Product Considerations
- Mature Markets
  - Emerging Markets

## Environment:

- Slowdown
- Technology landscape
- Interest rate change
- Labor market change

# How The Program **Flows**

**5 Teams**  
with cross-functional participants



- Facilitator Led
- Clears Concepts
- Reflect on Decisions



\* Each round covers unique challenges and concepts



## TYPICAL *BizVantage* TIMELINE

### DAY 1

- Icebreaker Game introducing Return on Investment and Business Levers
- Understanding the business
- Concept Session- Fundamentals of business decision making
- Simulation – Introducing the BizVantage
- First Quarter (Yr1) – Usually handheld
- Running your business- Simulation Yr1
- Understanding Financial Statements
- Annual Results and competitive analysis, linking decisions to results- Debrief

### DAY 2

- Concept Session- Key industry drivers
- Running your business- Simulation Yr2
- Concept Session- Positioning and Customer Focus
- Annual Results and competitive analysis, linking decisions to results- Debrief
- Running your business- Simulation Yr3
- Concept Session- Key industry trends
- Annual Results and competitive analysis, linking decisions to results- Debrief
- Action Planning – Results for life

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