



HeliXCopter

An intense, simulation-based intervention designed to build business acumen for middle managers





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“I was immensely impressed by the program that you put together and the quality of the implementation. I am sure the team benefitted a lot from the exercise. Well done“

Manoj Chacko
CEO , KUONI Business Travel

DoubtEtch

We accelerate growth, profitability and performance by using simulation based hands-on workshops for mid to senior management.

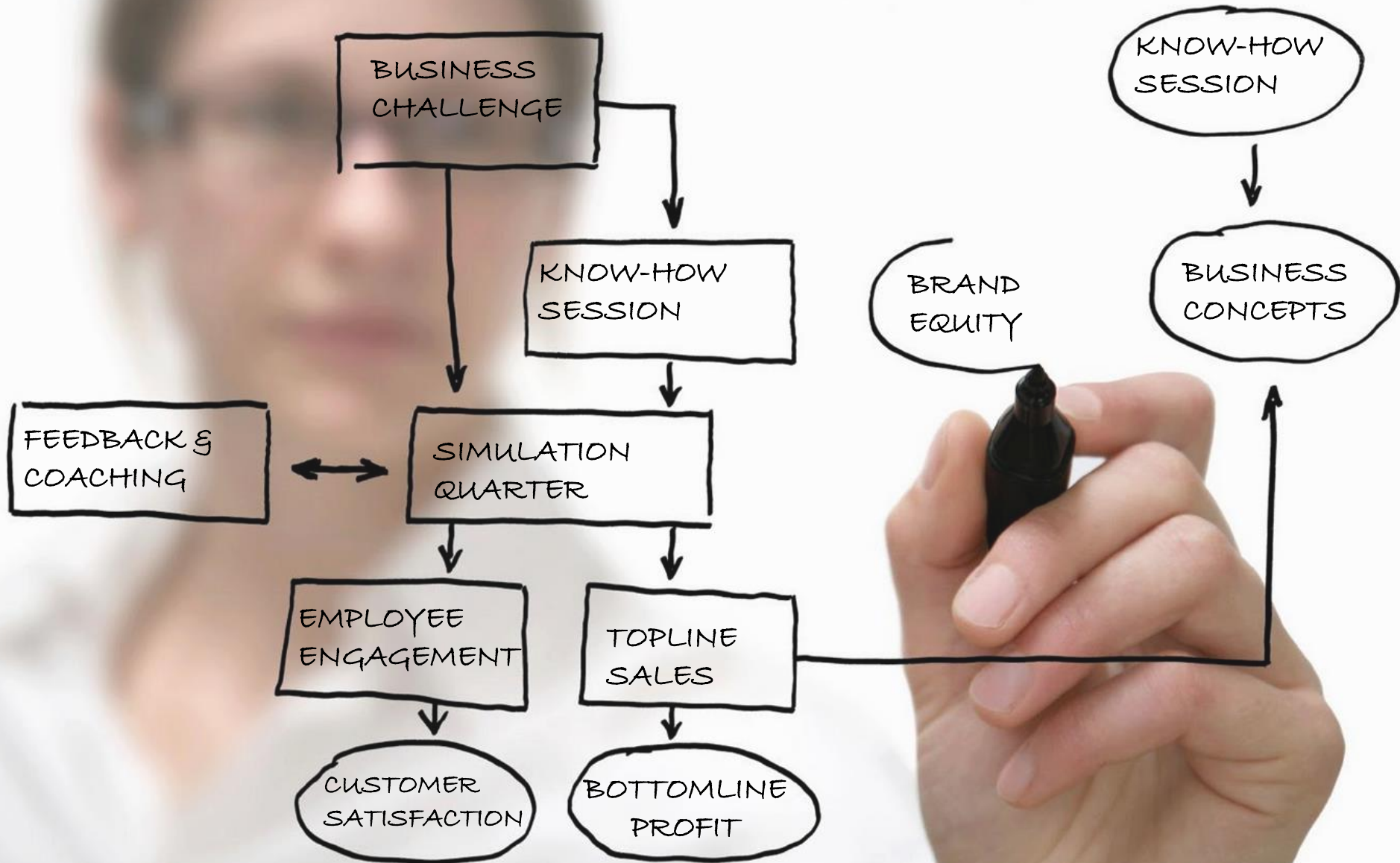
Strategic thinking ,business acumen, working cross-functionally, breaking silos and understanding of finance are a few of the expected outcomes.

HeliXCopter

HeliXCopter is a crash-course in management for the junior to mid level managers. It fuses multiple rounds of complex realistic business simulation combined with expert facilitation and debrief.

In the end, participants emerge with clear concepts, and are better able to contribute to their own or a higher role

We Touch Upon



Your Middle Management Will

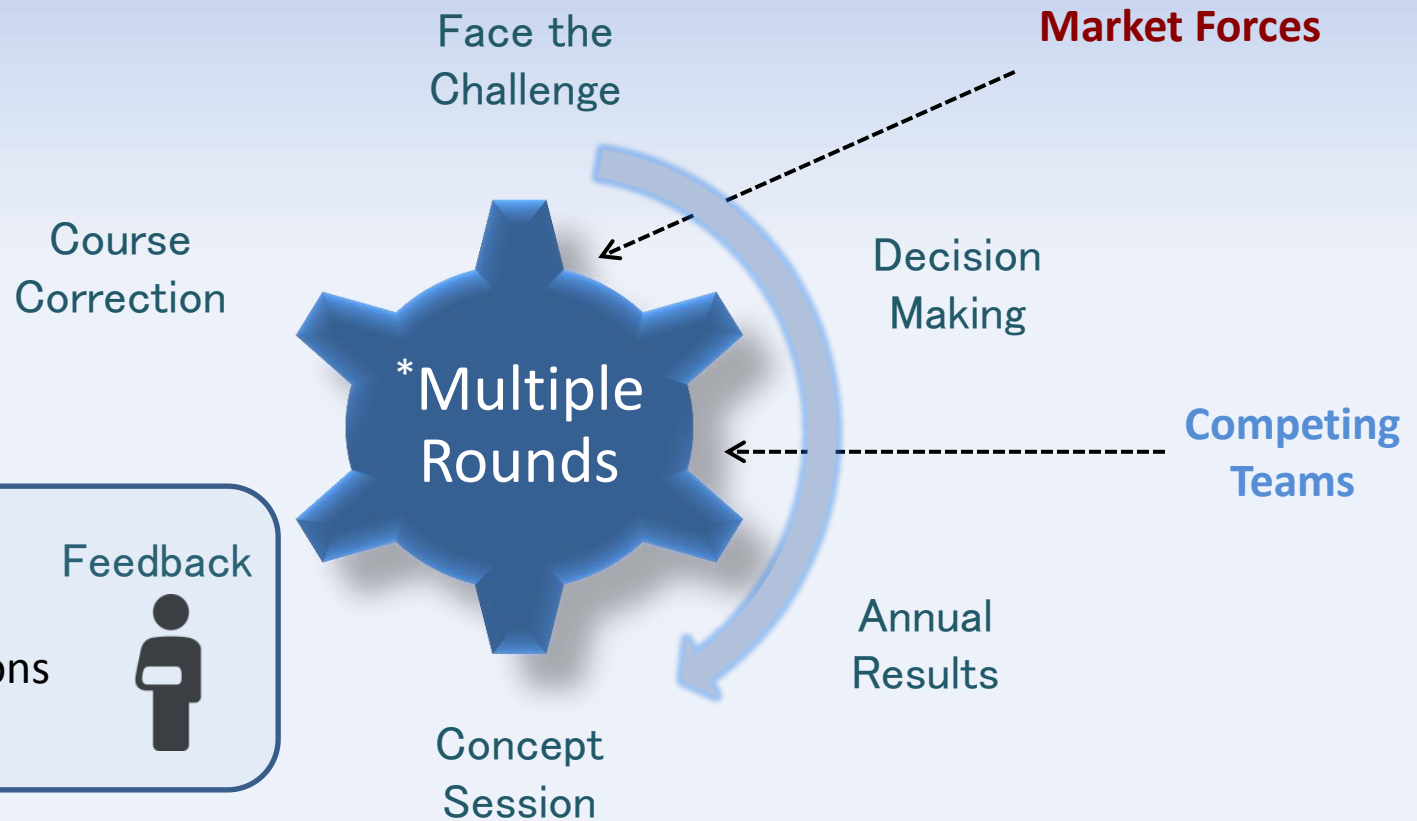


Typical Audience:

- Strategy Implementers
- Working across multiple functions or units
- Those needing financial or business acumen
- Those working in silos

How The Program **Flows**

5 Teams
with cross-functional participants



* Each round covers unique challenges and concepts



TYPICAL *HelixCopter* 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 Helix
- 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- Using targets and metrics to drive business goals
- Running your business- Simulation Yr2
- Concept Session- Understanding Price Benefit relationship
- Annual Results and competitive analysis, linking decisions to results- Debrief
- Running your business- Simulation Yr3
- Concept Session- Operational Effectiveness and Profitability
- Annual Results and competitive analysis, linking decisions to results- Debrief
- Action Planning – Results for life

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