



Know Your Business™

An intense, simulation-based intervention designed to build financial acumen and cross-functional decision making. Apt for techno-commercial project roles



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“I was always averse to finance. In the session, I was surprised by the way I understood finance , financial terms and statements. It was actually fun like watching a movie or playing a game. Awesome!”

Hitendrasinh Zala
Zonal manager, Johnson & Johnson

Doubt/etch

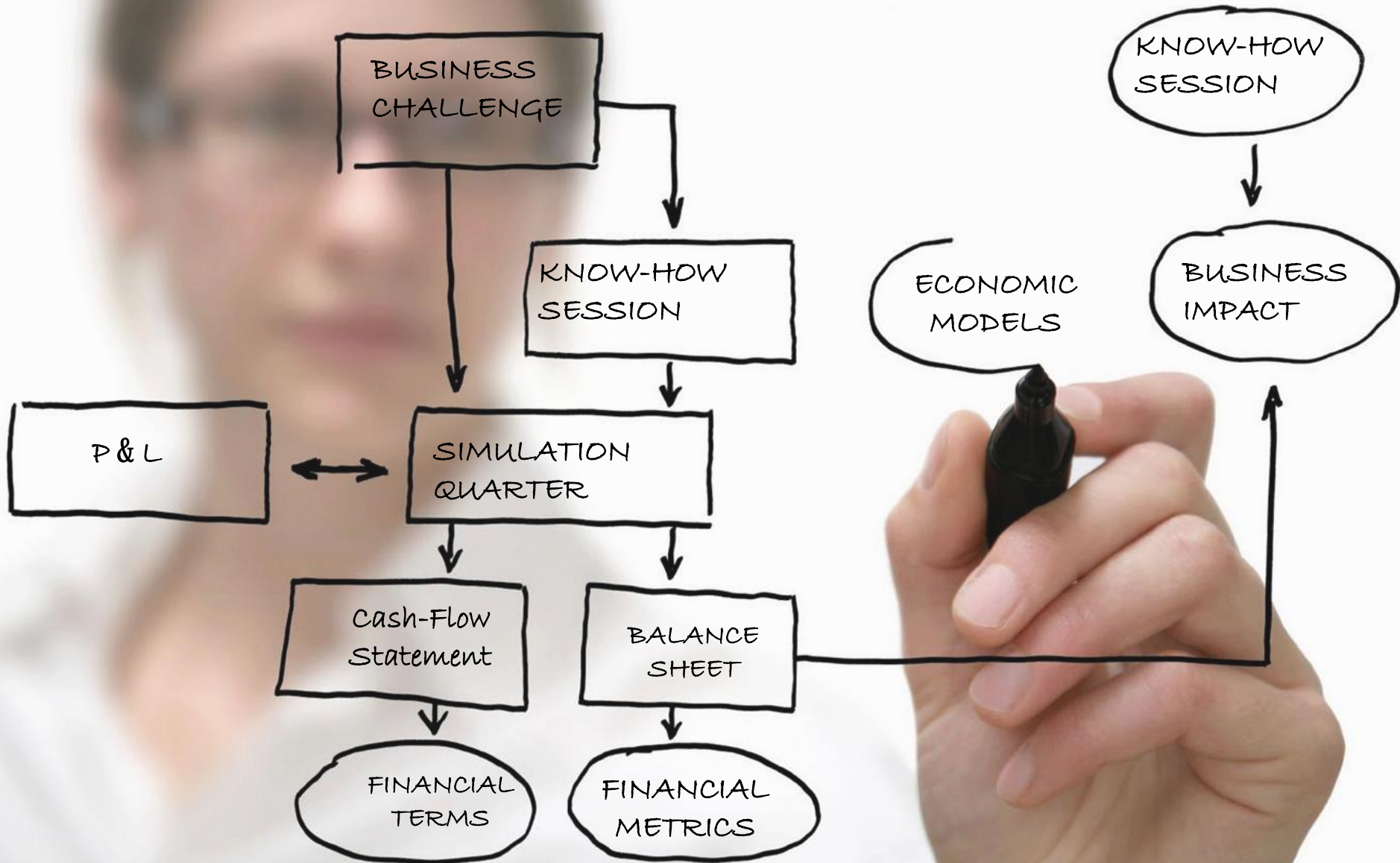
We accelerate growth, profitability and performance by using simulation based hands-on workshops for mid to senior management.

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

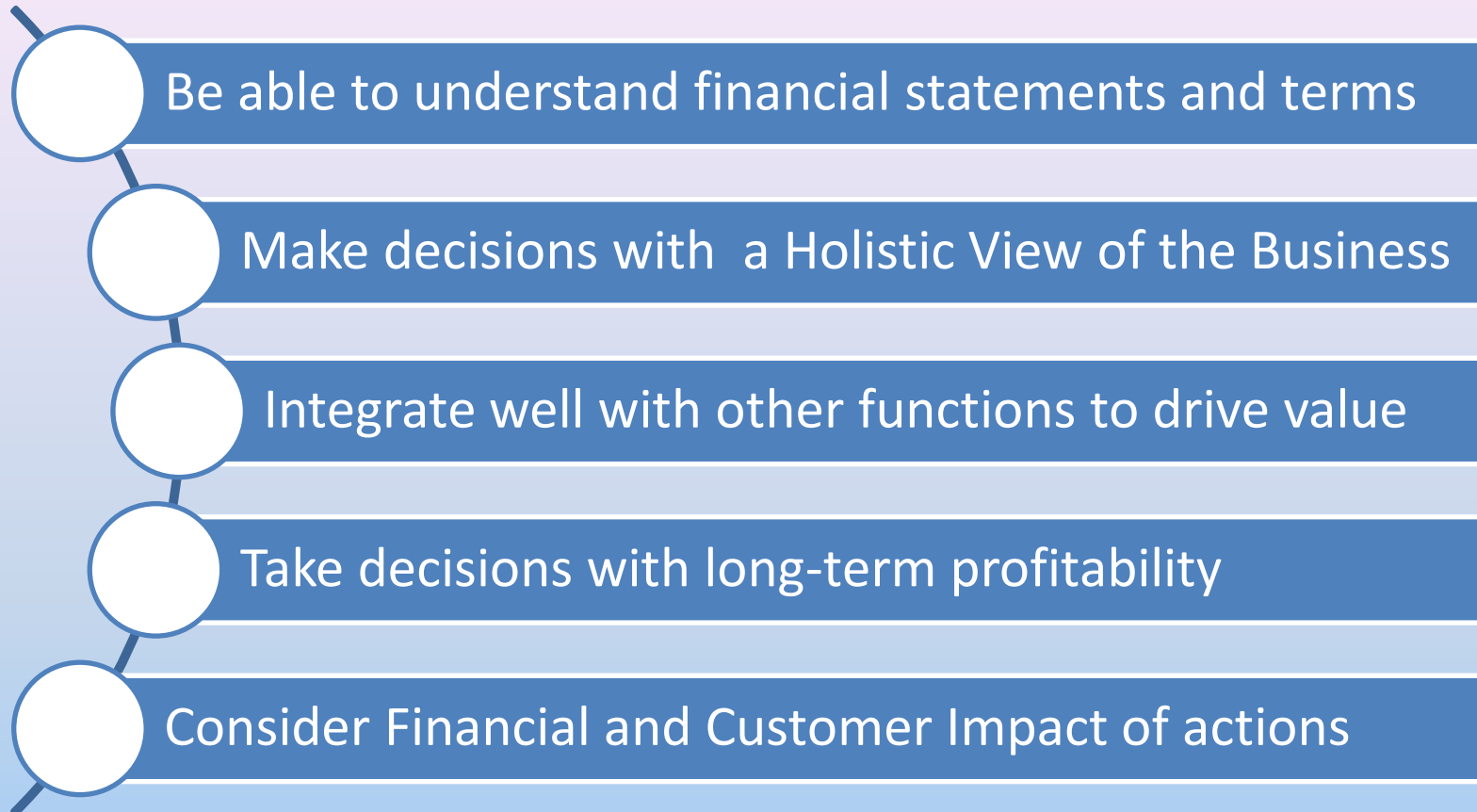
Know Your Business

Know Your Business™ is a series of interesting finance simulations. It consists of multiple rounds of knowledge sessions and coaching; immediately accompanied by complex, realistic business simulations to practice what was just learned. In the end, participants emerge with clear finance concepts, and are better able to understand finance statements and metrics

We Touch Upon



Your **Managers** Will



Be able to understand financial statements and terms

Make decisions with a Holistic View of the Business

Integrate well with other functions to drive value

Take decisions with long-term profitability

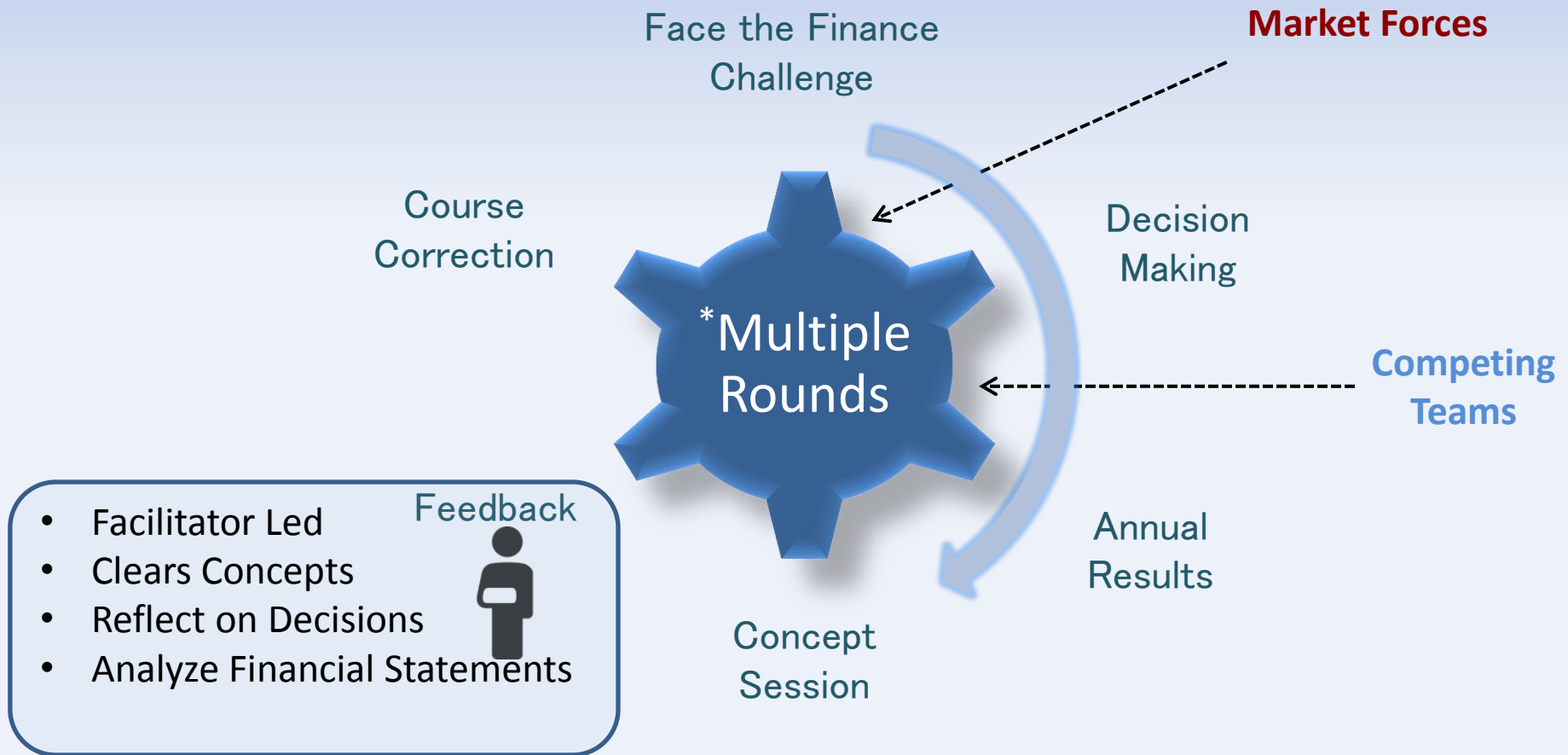
Consider Financial and Customer Impact of actions

Typical Audience:

- Project Managers
- Teams other than Finance or Accounts
- Those needing a refresher course in finance
- Anyone who is client-facing

How The Program **Flows**

5 Teams
with cross-functional participants



* Each round covers unique financial challenges and concepts



TYPICAL *Know Your Business*[™] TIMELINE

DAY 1

- Icebreaker Game introducing Return on Investment and Business Levers
- Understanding the business
- Concept Session- Fundamentals of Finance & Accounts
- Simulation – Introducing the Challenge
- First Quarter (Yr1) – Usually handheld
- Know 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
- Know Your Business[™] - Simulation Yr2
- Concept Session- Understanding Price Benefit relationship
- Annual Results and competitive analysis, linking decisions to results- Debrief
- Know 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

For business enquiries:

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