



Launchpad

Campus to Corporate Business Acumen for New Joinees



doubleEtcH



Launchpad

Inductions are the very first contact point of employees with your company. Leading organizations are on the lookout for finding interesting and unique ways in which they can engage their B-school hires or Management Trainees.

Launchpad is the experiential, fun, unique way to make your inductions the most memorable for your employees.

We simplify business complexity through simulation-based interventions for your managerial talent.

Bridging the Gap



Launchpad workshop helps in transitioning from campus to corporate by giving your MTs an opportunity to run their own company using an engaging simulation workshop. Its ok to make mistakes here so they don't make the same back on their jobs

The **Winning** Experience



Excite and Motivate

Participants team up with fellow MTs to own and run a virtual company, competing with each other in a virtual risk-free environment

Build the right Mindset

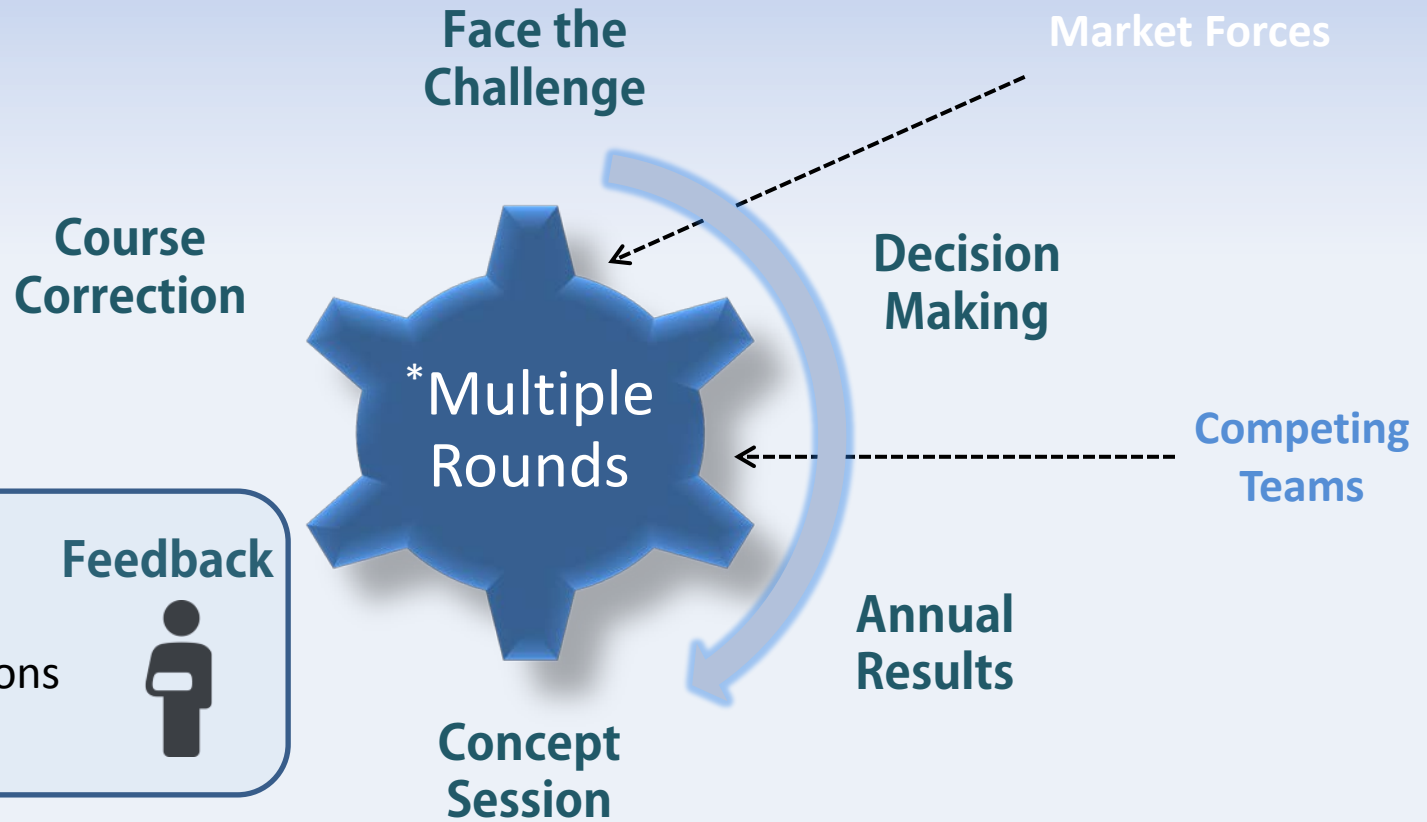
Team members experience conflicts in their agendas and metrics, argue-out major business decisions and orient themselves to overall company objectives

CEO View

Making critical decisions for their company, with case examples and a board-meeting style debrief session, your MTs get a preview of life at the top

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 *LAUNCHPAD* TIMELINE

DAY 1

- Icebreaker Game introducing Return on Investment and Business Levers
- Understanding the business
- Concept Session- Fundamentals of business decision making
- Simulation – An Introduction
- 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



For business enquiries:

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