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2nd DanatCon 
BUSINESS
    **CHALLENGE** 
 **OCT 2017**

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 **DanatCon**

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BUSINESS
SMART
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WHERE COMPANIES PROVE THEMSELVES

Simulations

...have long been used in aviation for pilots to develop, prove and demonstrate core capabilities on emergency situations in a realistic but safe environment. Business simulations work in the same way, but are focused on developing the capabilities required within the corporate environment.

They are now recognized as the most effective development tool as participants practice in a realistic business environment.

Why use a simulation

Participants learn more because they are engaged in the learning process. True engagement involves listening, debating, analyzing, and actively applying the subject matter. Studies have shown that when people engage in this manner, learning is substantially increased. The fact that simulations are also fun and entertaining, increases learning effectiveness even more. Traditional teaching methods fail to achieve this.

The consequences of taking risks are eliminated. The simulation enables participants to experience a virtual but realistic business environment in which they can test strategy and decisions without the risks and implications of those decisions in the real world. As a result, mistakes are learning opportunities that do not negatively impact the organisation.

See the big picture - The broad range of business dynamics encountered in a simulation increase business acumen and commercial awareness. Participants are better prepared to apply the lessons learned from the simulation, improve their performance and their confidence when they return to the real world and have to make real business decisions.

Learning Messages

- 👤 Managers should work together as one team, not as individuals.
- 👤 Each Head of Department should act as a mini-CEO and consider what is best for the whole company when taking decisions.
- 👤 Consider the effect of internal decisions on Customers and the Market.
- 👤 Business KPi's should be monitored and corrective actions taken when necessary.
- 👤 Know your competitors.
- 👤 Focus on the important issues that create "Value".

The simulation process

Each management team undertakes the challenge of managing a “virtual” company over four quarters in a competitive market place. During each round teams will have to make decisions on the issues that will decide the success of their business such as Strategy, Competitor analysis, Products, Pricing, Staffing, Marketing, Financials, etc.

At the end of each simulation round, teams are given extensive feedback on their performance against their competitors. This knowledge is then used to decide their strategy for the next round. The winner of the simulation is the team that finishes the simulation having created the most “Value” for their virtual company.

An example of a simulation can be seen on our website www.danatcon.com

Event Overview

- 1-day Business Simulation event 10th October 2017
- High profile companies to participate
- Formal Awards ceremony to announce winners 11th October 2017
- Recognized business personalities to present awards
- Facilitated by Business-Smart International UK

Testimonials

“My observation of your program was that it really did challenge the teams and I really liked the complexity and real-time results. Thanks for your efforts and I am sure we will be using you again.”

Managing Director, SAS

“All participants were very enthusiastic about the simulation that brought out their entrepreneurship, their engagement and improved and fine-tuned their decision making skills. The simulation breaks the business down so that the departmental heads can understand what decisions have to be made and how these decisions affect their operation. Moreover, it seriously improves the team spirit, and creates a healthy spirit of competition within the team.”

*Demetris Demetriou, MA
General Manager St Raphael Resort*

“We chose one of your simulations, as we needed an exercise that would stimulate, engage and develop our managers. We also wanted one that would get them to think about business and create some lively debate - your simulation certainly hit the mark.”

*Managing Director,
Barclays*

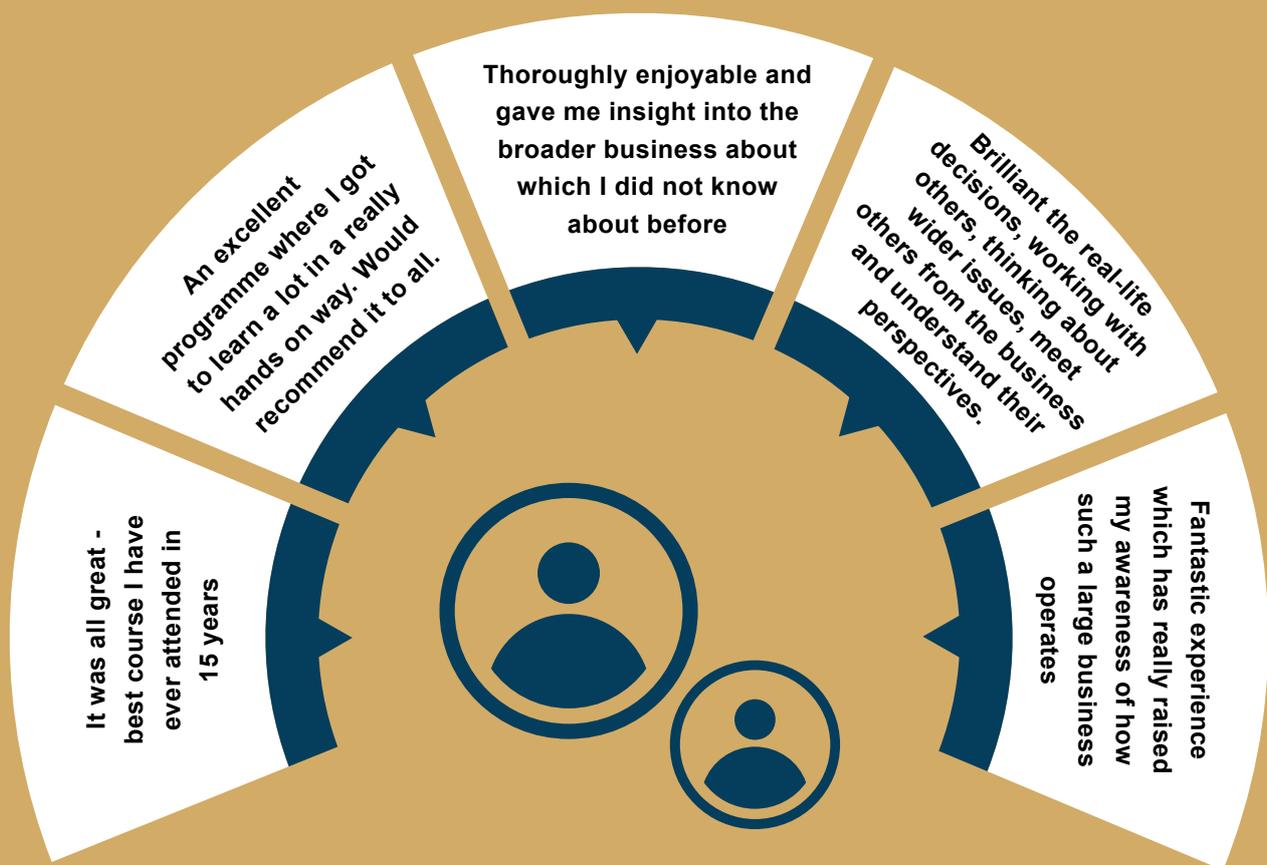
“The Nokia Retail Simulation was the highlight of the Retail Programme. The participants thoroughly enjoyed the simulation and I am sure that they have learned more about retail this way than other forms of learning.”

Managing Director, Nokia

“We felt the need for a “realistic” game where each manager would have the opportunity to understand how the different dimensions cooperate and interact (purchasing, marketing, HRM, operations) and how this impacts the overall business performance. Acting as a mini-CEOs and seeing the big picture was a goal that our managers have achieved. Admittedly, they left the training room more informed, motivated and engaged!”

*Loukia Makri-Christofide
Group Human Resources Manager, Ermes Group*

Participant feedback



98% of participants would recommend to their colleagues

ENJOYABLE



4.7 out of 5

ENGAGING



4.7 out of 5

EDUCATIONAL



4.8 out of 5

Team Details

- Team of 5 experienced business professionals.
- Middle Management and above
- Managers from different functions including HR.
- Minimum age 30.

Participation

- Fee is €900+vat per team.
- Availability will be allocated on a first come first served basis.
- Cancellations must be made in writing at least one month prior to the event date otherwise the participation fee will not be refunded.

To Register

- Register your participation by sending an email to christina@danatcon.com or call us 99 551066.
- You will then receive further details including how to pay the participation fee.
- You do not have to decide the names of the team members at this point.