

# STRATEGIC VISIONING & PLANNING: CREATION, COMMUNICATION & IMPLEMENTATION



- Acquire a holistic view of your organization and a framework for analysis and implementation of strategies
- Understand the nature of dynamic complexity, feedback, non-linearities and delays and how they impact performance
- Link and strengthen your organization's strategic objectives with performance measures
- Design and experiment with different strategic initiatives and assess the impact of your strategies under various scenarios
- Identify and link strategic resources to performance drivers and performance indicator in a causal feedback structure

## Learning Objectives

- Design and articulate strategic vision
- Develop expertise in strategic thinking & planning
- Proactively plan for the future and enhance leadership skills
- Develop skills to translate strategy into action
- Understand systems thinking and dynamic simulation to solve strategic and operational problems
- Learn focused problem identification, solution creation, and usage of dynamic simulation for today's complex business environment

**IMAGINE | CREATE | IMPLEMENT**  
**PROACTIVELY MANAGE THE FUTURE OF YOUR BUSINESS**



## Program Benefits for Your Organization

- Systemic understanding of designing and implementing business strategy
- Clear insight into cost/benefit centers and their drivers
- Power to translate your organization's strategy and policies into practical actions
- Thorough understanding of the impact of decisions and actions on the bottom line
- Enhanced ability to respond to changes
- More effective and faster collaborative decision making
- Increased individual and team efficacy
- Enhanced ability to think systemically, communicate effectively and execute collectively
- Increased support for existing strategies as well as new strategic initiatives

## Who Should Attend

- Senior level managers responsible for strategic planning and decision-making
- Executives and Managers responsible for resource allocation & budgeting in marketing, operations, finance, human resources and IT

## Program Features

- Accelerated learning through lectures, hands-on simulation and in-class activities
- An opportunity for participants to play roles different from their real functional role within their organizations
- An environment for experimenting with new behaviors discussed in the skill building modules, and for getting coaching and feedback on those behaviors
- Post-workshop follow-up process to reinforce learning

## Program Modules and Focus

- **Strategic visioning & planning tools**
  - Thinking & planning tools for decision making
  - Dynamic & Structural thinking
  - Conceptual modeling & dynamic simulation
  - Options Matrix, Strategy Maps, Balanced Scorecards
- **Overview of Team development and coaching**
  - Human interaction tools
  - Language
  - Mood, Trust, Motivation
  - Teamwork & Team Efficacy
- **Simulation exercises**
  - Hands-on, competitive & collaborative exercises to understand how a business operates
  - Role playing to manage a simulated company; examine the impact of decisions on the following:
    - Customers, Employees, Shareholders, and Competitors
    - Financial performance at the enterprise level
    - Down-line impact of investment decisions including "soft" investments such as training impacts on productivity and retention
    - The impact of short term decisions on long term health and value of the company



# Leadership & Management Training

- War Game Simulations for hands-on training.
- For planners and decision makers: Strategic visioning workshops suitable for senior-level executives as well as managers in operations, budgeting, resource allocation, finance, HR, etc.
- Leadership development for managers to build their leadership capacity, enhance business acumen, and gain a more cross-functional and enterprise-level view.

# Simulation-based Scenario Planning

- Allows managers and analysts to project future changes in the organization in order to design policies to cope with strengths, weaknesses, opportunities and threats.
- Experiment with alternative strategies in a risk-free simulation environment in the form of a comprehensive custom computer simulation model of your business structure, strategies, and industry environment.

# Business Simulation Creation

- Consulting: custom business simulation development by Powersim Solutions consultants
- Software: Powersim Studio™ - system dynamics modeling software - to build your own models
- Training Workshops: learn to create business simulations with Powersim Studio™

Powersim Solutions Computer Simulation Development				
Conceptual Model	Simulation Model	Simulation Behavior	Application Integration: Desktop or Web App	

**Powersim Solutions** is a leading simulation-based management consulting and technology services company based in Washington D.C. We work closely with our global clients to help them formulate, authenticate, communicate, and implement strategic-level computer-based simulations.

Powersim Solutions provides active learning workshops using business war games. We run war games for both small and large groups (hundreds of participants).

## Select Clients of Powersim Solutions



a simulation-based strategic solutions company™

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