

Financial Feat Simulation

Delivering Value through Financial Execution



What is the Financial Feat Simulation?

In the Financial Feat simulation participants play the role of the leader in charge of rolling out a new corporate initiative for an international sportswear company. They need to deliver value to the customer and to the organisation by successfully executing the launch of a new business line and achieving financial objectives. Their goal is to create maximum long-term value for the business from the initiative by understanding the economic drivers, making critical strategic and operational decisions, while engaging with stakeholders and other team members.

Simulation in Practice

The simulation has been designed to be run either in the classroom or online, and can be delivered via the internet or installed locally. We strongly encourage participants to work together in small groups to run the simulation, stimulating broader discussions and potentially allowing observation of group decision-making behaviours.

The simulation can be run in one continuous session or separated into phases with opportunities for introduction of related content and frameworks before, during and after the simulation itself. The simulation can be reconfigured to provide a more or less challenging experience and timing can be adapted to fit into a half day or full day session.

Financial Feat Simulation Key Learning Outcomes

- Business value drivers and key economic measures for performance management
- Stakeholder influence on value delivered by a company and the role of leaders in communicating with stakeholders
- Impact of sales and marketing decisions on financial performance
- Resource allocation and considerations in making investment decisions
- Multiple ways to build key elements of the value chain including organic growth or joint ventures, and the criteria used to assess the options.



ABOUT THE AUTHOR



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He began his career in investment banking and then spent 10 years in strategy consulting. He was part of the leadership team that established Accenture Learning, focused on transforming and managing the delivery of learning and training for large corporations. He was a founding member of the EU's eLearning Industry Group.

Jonathan has an MA from Cambridge University and an MBA from INSEAD, France.

