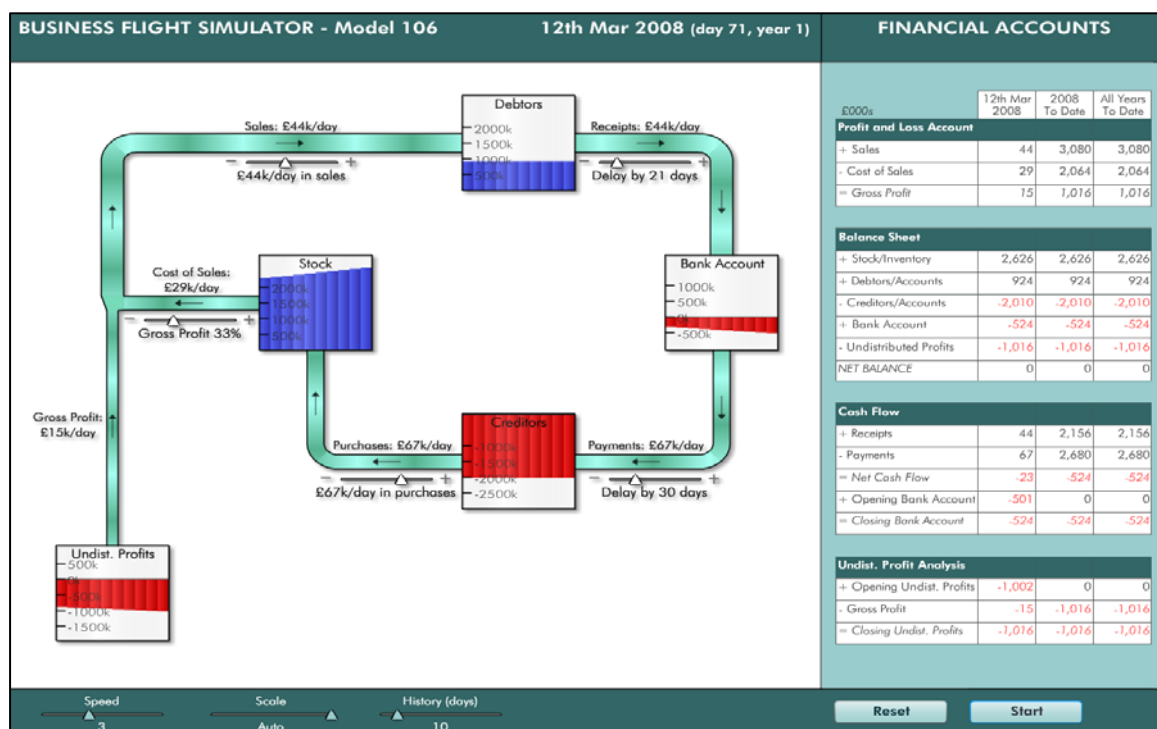


The CIMA Business Flight Simulation Certificate



Senior executive workshops

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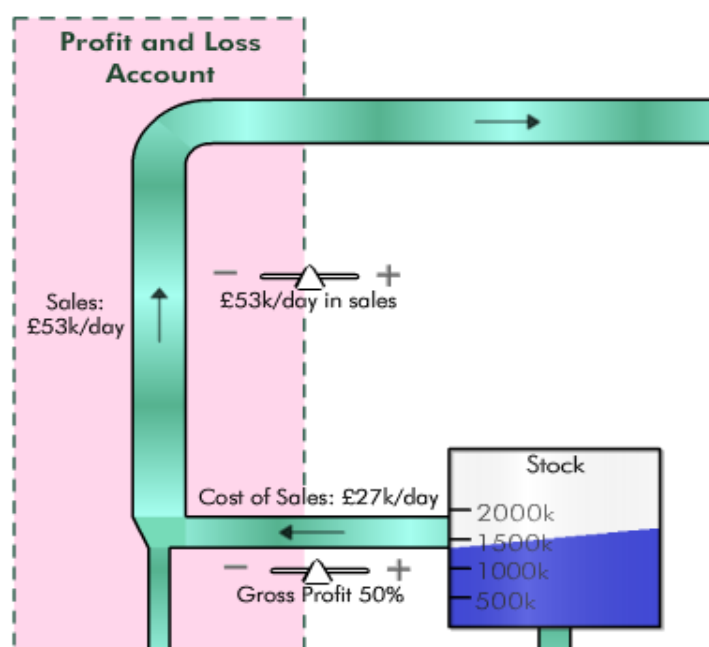
What is the objective of the CIMA Business Flight Simulation Certificate?

The need for everyone in business to understand the economic facts of life has never been greater, but many people don't have enough time to embark on a standard financial training course. CIMA's new Business Flight Simulation Certificate uses a revolutionary computerised training technique to cut through the jargon and deliver an intuitive understanding of how business really works within a matter of weeks. Not only does it explain the rules of business in an entirely new and enjoyable way, it also shows you how to succeed in making a profit and generating cash - and why these goals are so different.

What makes the Business Flight Simulation Certificate different?

Imagine a world in which trainee pilots take off in single seater aircraft after receiving only classroom instruction on how to fly. That was the situation in World War I, but by 1929 the first flight simulators appeared and they fundamentally changed the way in which pilots were taught. No matter how many times they crashed the flight simulator, it wasn't fatal, and it developed their intuitive understanding of flying in a way that textbooks never could.

We have used the same techniques in developing the Business Flight Simulation Certificate. You create a computerised company from scratch and if it goes bankrupt, you quickly learn from that mistake and start again. This creates a very rapid understanding, because by using the Business Flight Simulator you can compress the lessons of a lifetime into just a few weeks. And because the approach is intuitive, it's just like riding a bicycle. Once you have mastered financial management with the Business Flight Simulator it becomes an experience you will never forget.



How can our senior executives benefit from the Business Flight Simulator?

Key elements of the course can be delivered on a customised basis to groups of executives who would like to benefit from the Business Flight Simulator but who may not be in a position to study for the certificate itself. The recommended forum for this is to conduct a series of 'Executive workshops' which can often be scheduled to take place immediately after existing board or executive committee meetings, minimising the travel time for those involved.

What are others saying about the Business Flight Simulator?

'An excellent demonstration of how businesses really work - especially cash flow.'

'Spreadsheets and balance tables have been swept away and replaced with something looking remarkably similar to an online game.'

'A great way of making the dynamics of running a business real to those coming into the business world.'

What will the senior executive workshops achieve?

The Business Flight Simulation senior executive workshops will show you how you can deliver on a company wide basis an intuitive understanding of business fundamentals such as:

- the crucial difference between reporting profits and generating cash flow
- how product quality improvements and advertising can increase revenues and profits
- how to win against your competitors in delivering shareholder value
- the key factors that drive bottom-line success in your own business.

By attending the senior executive workshops and participating personally in the process, you will be able to mould the way in which these training goals are achieved. You will also be sending out a strong message of top-level commitment towards the professional career development of all your key people.

Can the course and simulation models be customised for our organisation?

The core material is based around a retail market and financial model, since this represents a shared personal experience for all participants. Customised models that portray the specific financial framework and market dynamics of your own organisation can also be developed and a framework for consultation about this opportunity is included in the senior executive workshop agenda. These models can also include other business sectors such as manufacturing, banking, insurance and professional services.

What is the agenda for the senior executive workshops?

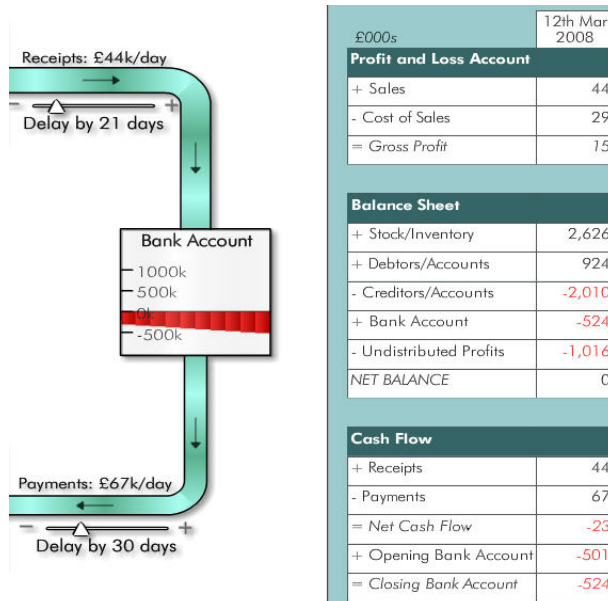
The recommended agenda for the senior executive workshops is to arrange three, three hour sessions as follows. Ideally these are scheduled to take place after three consecutive board or executive committee meetings, but other arrangements can be made where this is impractical.

Workshop 1 - A dream of future wealth helps you to build an intuitive understanding of the rules of business accounting. It's like a video game that covers the key concepts surrounding the flow of cash and value around the business. By mastering these essentials you will see in front of your own eyes the workings of the profit and loss account, balance sheet and cash flow and their crucial inter-relationships.

Workshop 2 - The hidden art of management then builds upon this foundation and introduces key business decisions such as pricing, advertising, quality improvements and other real-world issues. By experimenting with different strategies for these decisions you will learn how to find the 'sweet spot' that maximises bottom line success. This leads on to a fully interactive business model in which you will be competing with others online to deliver the maximum return to your shareholders.

Workshop 3 - From simulation to reality is a facilitated discussion in which participants identify the key business drivers that determine success in your own organisation, using the by now familiar framework of the Business Flight Simulator. This leads on to a discussion of how best to capitalise on the experiences gained by the senior executive team across the rest of the business. Following this discussion, a practical implementation plan is then brought together to define the agreed next steps.

All three workshops are delivered by experienced senior consultants and supported by a series of interactive simulation models. These are used during the sessions themselves and they are also available to you over the Internet as refresher material in between the workshops.



Who should attend the senior executive workshops?

Senior executive workshops can be delivered to a group of between 10-20 participants and they are designed for the personal involvement of:

- the top management team
- board directors (including non-executives where appropriate)
- divisional management teams
- senior support personnel in roles such as finance, human resources and IT.

Participants should represent a broad cross-section of company experience rather than an in depth view from a single department or job function.

What are the practical arrangements?

Senior executive workshops usually take place on client company premises or at your preferred hotel or conference venue. A meeting room with a single participative table arrangement is preferred and a computer projector and screen is required at one end. All participants need to have access to a computer with an Internet connection. Participants who are uncomfortable with personal keyboard usage can team up with an adjacent colleague. Each of the three workshops is timed to take not more than three hours and it can be divided into two sessions to enable lunch or dinner to be scheduled in between.

What is the fee for the senior executive workshops?

The Business Flight Simulation senior executive workshops deliver to a group of 10-20 participants:

- three workshop sessions of up to three hours each with senior consultant facilitation
- entitlement to use the simulation models online for a year thereafter
- optional interactive computer based tests covering each aspect of the syllabus
- a printed copy of the online 'Amplifying intuition' material for your personal use
- Identification of your key company business drivers and a next steps implementation plan.

Fee per course participant (exc. consultants' travel expenses and VAT): £2,250.

Participants wishing to take the CIMA Business Flight Simulation Certificate examination thereafter can do so for the reduced fee of £250.

Further information

For further details, refer to the website www.amplifying-intuition.com or see the announcements at the CIMA, BCS and Metapraxi websites (www.cimaglobal.com or www.bcs.org or www.metapraxi.com). An appointment to discuss the Business Flight Simulation senior executive workshop can be arranged by contacting anne.stephenson@metapraxi.com alternatively you can call 020 8541 2743.

