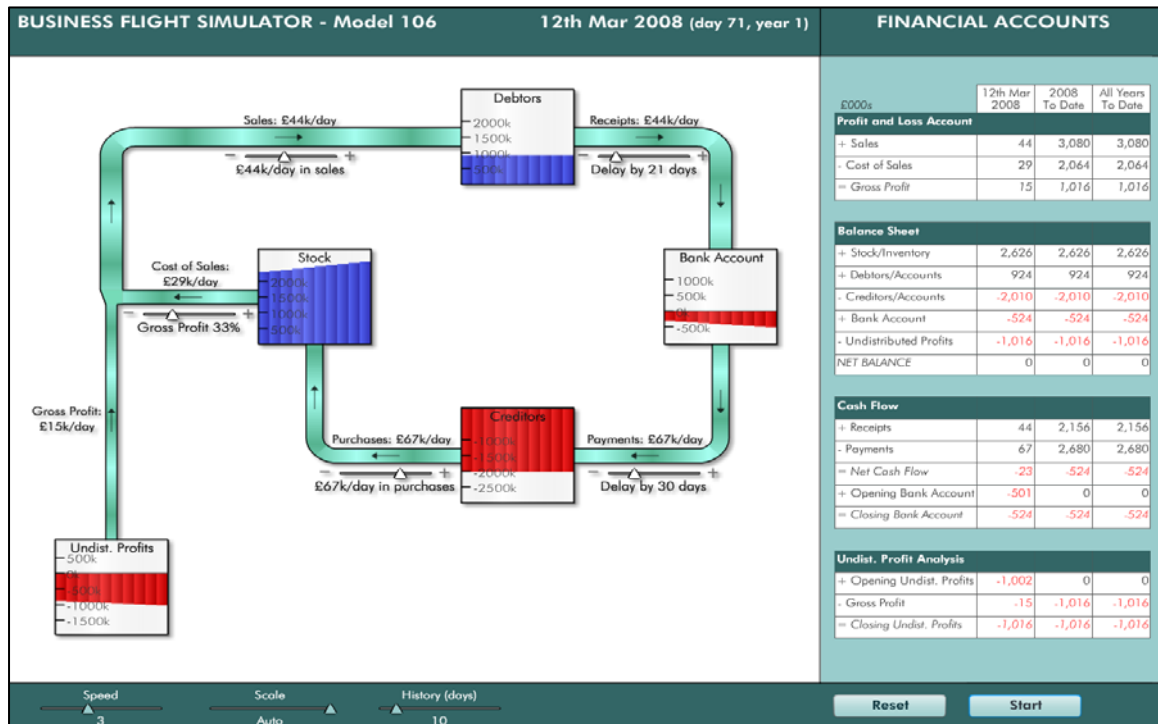


The CIMA Business Flight Simulation Certificate



The CIMA Business Flight Simulation Certificate

Top Team Seminars

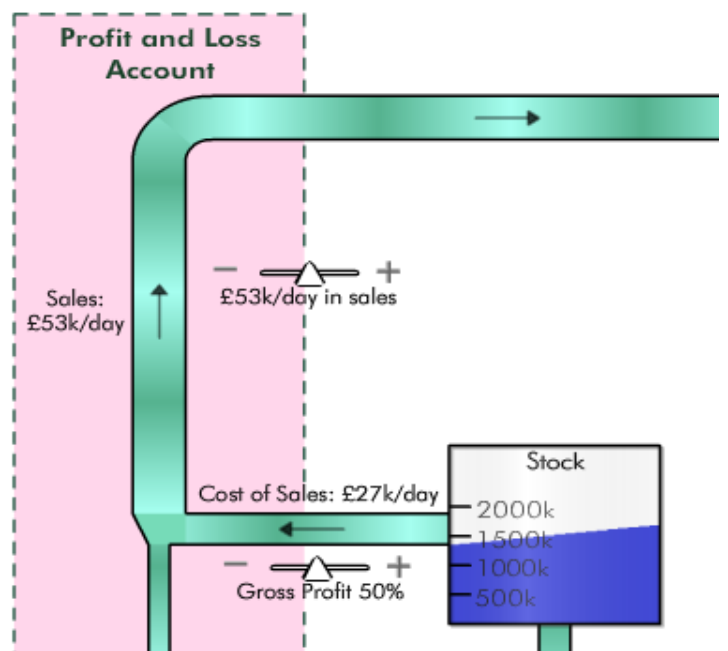
What is the objective of the CIMA Business Flight Simulation Certificate?

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 top team benefit from the Business Flight Simulator?

Senior company members who want to experience the Business Flight Simulator prior to introducing it into their companies can attend a Top Team Seminar. These seminars take place on a regular basis throughout the year with an invited group of executives from different companies and job functions. The focus is on helping you to try out the Business Flight Simulator approach personally so that you can assess its suitability for your own business. The seminars are very hands on and an enjoyable competitive challenge takes place at the end with a champagne prize for the winning team.

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 a Top Team Seminar achieve?

The Business Flight Simulation Top Team Seminars 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.

By attending a Top Team Seminar you will rapidly be able to assess how the Business Flight Simulator can be used to enable all your key people to achieve a powerful and intuitive new understanding of what drives the bottom line.

What is the difference between Top Team Seminars and senior executive workshops?

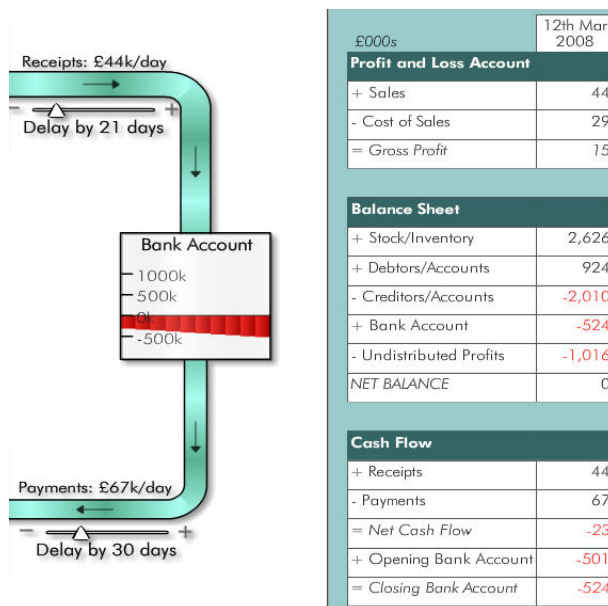
Top Team Seminars consist of a single three hour session at a venue in central London or another city. They involve an invited group of about 8-15 senior visitors from different companies and the case study material is drawn from a general business framework.

Senior executive workshops consist of three, three hour sessions that take place in your own company boardroom over an interval of a month or two. They normally involve all the members of your executive team as well as senior functional managers. The case study material is initially drawn from a general business framework but this is then customised to the structure of your own company.

What is the agenda for Top Team Seminars?

Session 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.

Session 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.



Top Team Seminars 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 for your subsequent use as refresher material and to help you to explain the unique content of this course to your business colleagues.

Who should attend a Top Team Seminar?

Top Team Seminars are usually delivered to a group of between 8-15 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 generally 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?

Top Team Seminars take place at a hotel or conference venue. Participants are requested to bring their laptop computer and Internet access (either wireless or wired) will be provided. Participants who are uncomfortable with personal keyboard usage can team up with an adjacent colleague. The seminar is timed to take not more than three hours and refreshments are provided.

Where can I find out about seminar dates and locations?

Up to date details of seminar dates and locations are provided online at the 'events' section of the project website: www.amplifying-intuition.com/events.html

What is the fee for the Top Team Seminars?

The CIMA Business Flight Simulation Top Team Seminar delivers:

- Two hands on sessions lasting a total of three hours with senior consultant facilitation
- Entitlement to use the simulation models online for three months thereafter
- A printed copy of the online 'Amplifying intuition' material for your personal use
- Preferential terms for participants arranging follow up senior executive workshops
- The networking benefit of meeting senior representatives from other companies.

Fee per delegate: £175 (exc. VAT).

Complimentary attendance is provided for qualifying organisations: please inquire below.

Publicity

The Amplifying Intuition website normally displays photographs of Top Team Seminars and the company names and logos of the delegates attending (but not the names of the individuals). Please advise us prior to the seminar if this policy presents you with any difficulties.

Further information

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