The Kaplan Business Challenge

Teams manage a multi-million dollar company, fighting for market share one minute and forming alliances the next!

Who should attend?
Anyone whose decisions have an affect on your organisation’s bottom line as well as professionals who provide business and finance advice.

Previous participants who have benefited from this training include executives, directors, departmental and divisional managers, financial controllers, advisers, boards of directors, business bankers and project managers.

The Challenge is designed to build teamwork across multiple departments and business units and is ideal for any professional wishing to understand the broader implications of strategy, finance and risk management.

How it works
Teams analyse market projections and determine the overall corporate strategy for the business before developing detailed operational plans matching sales, purchasing and production to forecasting, margin management, budgeting and cash flow to create shareholder value.

As they put their plans into action, they see the financial consequences of their decisions by preparing their company’s financial statements and analysing the impact before reporting back to shareholders.

Program advantages
Unlike computer simulations which are programmed with set scenarios and focus on a single snapshot of a business cycle, the Kaplan Business Challenge follows a 2–3 year lifecycle of the business. The facilitator can mirror real life business fluctuations by intermittently introducing new scenarios, challenges or road blocks, depending on the team’s progression.

Immediate results
At the end of the two-day experience participants are better equipped to:
• Increase productivity
• Make more informed strategic decisions
• Maximise value, results and profitability
• Understand the ‘big picture’
• Realise the impact of today’s transactions on tomorrow’s bottom line
• Have more meaningful discussions with their clients and other internal divisions.

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VISIT KP.EDU.AU/KBC
TO DOWNLOAD A REGISTRATION FORM
OR CALL CORPORATE SOLUTIONS ON
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Kaplan Education Pty Ltd. ABN 54 089 002 371
The Kaplan Business Challenge is an experiential business training program used by leading global companies throughout the world to develop executive capability.

Facilitated by the program’s designer, a leading expert in executive training, this real life business simulation provides practical, engaging and stimulating business and finance training.

Acting as senior management of a multi-million dollar company, participants must work as a team to turn an average performing business into a success story. The Challenge pitches teams against each other as they fight for market share one minute and form alliances the next.

By learning how to manage working capital and negotiate with stakeholders and competitors, participants develop skills such as:

- Managing a company in a highly competitive environment
- Connecting every day business decisions with their financial consequences
- Improving operational performance through better cash flow, reporting and management
- Identifying key drivers of shareholder value
- Understanding how assumptions, over simplification and the incorrect deployment of resources can affect business sustainability
- Using financial methodology to analyse strategies and evaluate decisions.

Teams quickly learn how their strategic, tactical and operational decisions impact the success or failure of an organisation. Furthermore, they will remember their training experience long after they have left the classroom through this interactive, stimulating and competitive delivery method allowing them to truly add value in the workplace.

WHAT PEOPLE ARE SAYING...

"Phil Todd is an exceptional presenter who breaks down the finance side of the business into understandable chunks. I now have a better understanding of my business and feel confident to make better financial decisions."

MAX WILLIAMS

"The competition of the Challenge is completely all engrossing. My every waking minute whilst I was in the Challenge had me thinking of how I could make better decisions, how to innovate and win."

GARETH SMITH

"I really enjoyed the team environment; working with some talented people was truly inspiring. There were some tough times in the Challenge but the team dynamic was thoroughly enjoyable."

SARAH COSTER

About the facilitator
The Challenge is facilitated by the program’s designer, Phil Todd, who will be in Australia especially to run the training. Phil is based in Kaplan’s London office where he has been designing, developing and delivering training solutions with Kaplan Financial for over 25 years.

With a degree in Pure and Applied Mathematics and expertise in management accounting and training solutions, Phil equips managers with the skills needed to make informed strategic decisions through practical and memorable financial training.

The Kaplan Business Challenge has been adopted across the globe with great success. Organisations who have become advocates of the training include PricewaterhouseCoopers, HSBC, the BBC, Sony and CitiGroup. It is also used by Kaplan globally to train its own executives.

Secure a place for your team
Places are limited to four teams of four per workshop. Alternatively you can opt to submit single participants to join a mixed team.

Challenge other divisions within your organisation or take on your competitors and see how your team performs against others globally.

To book places, refer to details on the back of this brochure.

CPD points
Certificates of attendance will be given to all participants. Attendance of the two-day program may attract CPD points.