



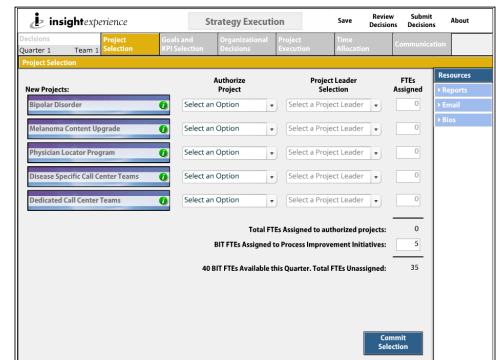
STRATEGY EXECUTION SIMULATION

Strategies typically fail, not because they are poorly conceived, but because they are poorly understood and executed. The Strategy Execution Simulation is designed for functional and mid-level leaders, as well as project professionals at all levels to build new skills in translating and executing strategy.

The real world demands that leaders seamlessly integrate and switch between multiple skills and concepts during the course of each business day. The Strategy Execution simulation creates a microcosm of a leader's real world – requiring leaders to pull from their extensive toolkit to utilize the right skill at the right time in a robust business system. The Strategic Execution simulation requires participants to balance business analytics and technical decisions with people management and strategic choices to deliver the best results. There are no “right” answers – only aligned decision making and considered trade-offs.

Description

Participants, working in teams, step into a leadership role within HealthSmart, a health information and services business. The simulation team is challenged to manage the Customer Delivery Group – comprised of two functional departments (a call center and product development team) – and make product development, operational and organizational decisions over several financial quarters to deliver strategic goals. During these quarters, HealthSmart stakeholders – direct reports, cross-organizational peers, and senior management – share perspectives and introduce a wide range of issues that teams must consider and resolve to achieve the Customer Delivery Group's goals.



Project Selection	Authorize Project	Project Leader Selection	FTEs Assigned	Resources
Bipolar Disorder	Select an Option	Select a Project Leader	0	+ Support
Malware Content Upgrade	Select an Option	Select a Project Leader	0	+ Email
Physician Locator Program	Select an Option	Select a Project Leader	0	+ Sites
Disease Specific Call Center Teams	Select an Option	Select a Project Leader	0	
Dedicated Call Center Teams	Select an Option	Select a Project Leader	0	

Total FTEs Assigned to authorized projects: 0
 BIT FTEs Assigned to Process Improvement Initiatives: 5
 40 BIT FTEs Available this Quarter. Total FTEs Unassigned: 35

Commit Selection

Impact

During the Strategy Execution Simulation, participants will:

- Translate high level – often ambiguous – goals and strategies into meaningful direction for their team/ organization
- Learn to clearly communicate how their teams contribute to company strategy
- Become more capable in influencing people up/down/across the organization
- Build capability in evaluating, aligning, managing, and communicating tough trade-offs
- Collaborate across the business matrix in pursuit of strategic priorities
- Learn how to manage their calendar, rather than allowing their calendar to manage them
- Improve assessment and identification of the capabilities required to meet near and long-term goals
- Hone decision-making, risk assessment and accountability skills



Participant Experience

As a group-based learning experience, the Strategy Execution simulation enables participants to learn from the experience and from each other. The simulation creates a powerful backdrop for individual coaching and feedback as well as insights into business dynamics and leadership. During the simulation, participants:

- Make Operating Decisions
- Respond to Organizational Issues
- Engage in Facilitated Exercises

Features

The Strategy Execution simulation is a flexible learning experience that can be delivered independently or integrated fully with other program content in a longer learning experience. It is most frequently conducted as part of a two to three day workshop. The Strategy Execution simulation typically requires 9-12 hours of classroom time to conduct and is easily customized around specific learning objectives or specific time constraints. It can be run with groups of 12 or more. Insight Experience is happy to partner with clients to incorporate specific content. We also have a fully developed program called the [Strategy Execution Program](#) that incorporates the simulation with robust content based on expert thought leadership as well as our years of business and educational experience.

Performance Against Goals — Round 2

	HS Goals	Team 1	Team 2
CDG Employee Performance	80.0%	63.4%	63.4%
CDG Process Capability	75.0%	57.9%	57.9%
Consumer - Market Share	25.0%	17.8%	17.8%
Corporate - Market Share	50.0%	47.7%	49.7%
EBITDA %	25.0%	8.6%	10.4%

To learn more about the **Strategy Execution Simulation**, contact info@insight-experience.com.