



Family Business Strategy Simulation

For professionals providing strategic advice to family business owners



"The simulation proved highly effective in coaching and giving confidence to our tax team in providing strategic consulting to our client base of family business owners. This gave us the basis for an additional service and helped build client relationships."

Tax Accounting Partner,
Top 10 UK Accounting Practice

Abstract:

The Strategy Experience – Family Business Strategy

The Family Business Strategy simulation is designed to develop the strategic consulting capabilities of:

- professional services providers to family businesses (accountants, lawyers, other professional service consultants, etc.)
- family business owners & those likely to inherit family businesses

Central to the simulation are divergent family views of how value can be added to the business in a 5 year timescale – and how to resolve these strategic dilemmas.

The programme can be run over 3 or 4 phases, with phase 4 being optional:

Phase 1 – Strategic Analysis:

Undertaking a strategic analysis of the business and its environment

Phase 2 – Strategic Planning:

Creating a 3-5 year strategic plan for growth

Phase 3 – Strategic Focus & Action:

Facilitating strategic consensus, implementing business plan through building on the company's strategic and operational capabilities and effective use of resources within the simulated company.

Participants take decisions within the simulation and see the outcomes in terms of a combination of financial statements and a non-financial scorecard.

Phase 4 – Apply the learnings to a Client Company:

Applying the learnings back into a client company. Development of a 3-5 year client company strategic action plan. Understanding strategic consulting. Gaining consensus and adoption of business plan. *Please note:* This phase is optional.



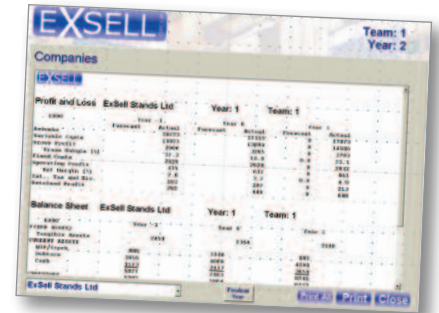


Family Business Strategy Simulation

For professionals providing strategic advice to family business owners

Learning objectives:

- **Strategic analysis and planning applied to family businesses:** gives participants an understanding of how value can be added to family businesses through effective use of resources and development of key capabilities.
- **Value creation through divergent paths:** understanding how divergent views of how growth can be achieved can be discussed in an impersonal format that delivers reasoned outcomes.
- **Resource and capability-based growth:** understanding how value can be delivered by building capabilities that are valued by stakeholders
- **Effective communication:** encourages articulation of ideas, persuasive argument and presentation of business ideas to the business owners and / or potential investors in the business.
- **Strategic models & frameworks:** The simulation draws on relevant theoretical frameworks, value creation models and performance measurement criteria to deliver learning that can be applied to any family or SME business.
- **Financial literacy (optional):** understanding profit & loss account, balance sheet & interpreting results



Content & Format:

What:

The Family Business Strategy simulation programme is designed for professionals providing strategic advice to family business owners.

The simulation provides a sound theoretical basis for strategic planning & implementation, models and frameworks for analysis and can be customised to client company requirements, with individual or team-based coaching to develop strategic consulting capabilities

Who:

Professionals participate in the programme in teams of 3 to 6 members and take on the role of consultants to a medium sized realistic family business trading in the UK and Europe.

How:

The simulation is computer based with all resources downloadable from the simulation platform.

It is designed to be facilitated by experienced Learning Dynamics facilitators in the first instance.

However, client company facilitators can be coached to deliver the programme by LD.

Participant resources include:

Engaging computer based multimedia simulation with the following resources:

- comprehensive briefing, company management reports and industry overview
- explanation of decisions to be taken
- strategy models and frameworks for analysis
- Programme includes: 'Fundamentals of Strategy', Johnson, Whittington & Scholes, one of the leading strategy textbooks used primarily for MBA and Executive Education
- notification of results and detailed feedback on decisions
- helpful hints & tips including explanation of financial & non-financial performance terms

Facilitator resources:

On-line simulation with the following resources:

- teaching notes for the facilitator team
- introductory slides
- comprehensive participant briefing
- company management reports and industry overview
- facilitator guidance on strategic issues covered within the simulation and detailed guidance on feedback to participants
- plus notification of team results
- participant mentoring guidance

How long:

The simulation is designed to have a flexible timetable, but is normally run over an intensive 2 or 3-day programme, depending on whether the optional Phase 4 is included in the programme design.

✓ How to buy

How to buy access codes for our on-line simulations:

Build simulations into your courses and programmes by purchasing prepaid access codes for Learning Dynamics on-line simulations and resources for all student and employee participants.

The codes we send you provide access to the simulation(s) you have purchased for the duration of the programme. You pass on these access codes and logins to your students or employees.

Other Products:

University / Educational –

Undergraduate & post Graduate simulations

Management & Operations:



Business Management Experience

Undergraduate level: Operations & Enterprise simulation



Business Management Experience

Masters level: Management & Strategy simulation

Strategy:



The Strategy Experience – WRSX Global

Strategic analysis & decision-making simulation in a global service business



The Strategy Experience – Family Business

Family Business Strategy: Strategic analysis & decision-making simulation

Enterprise & Employability:



Universities Business Challenge

UK's leading simulation-based business competition for Employability & Enterprise skills development



Exploring Enterprise Experience

Business start-up decision-making simulation for enterprise students

Project Management:



Project Management Experience

Masters level: Planning & Managing projects simulation

They log in and our helpdesk provides support for the instructor / HR team, student and employee participants. It's as simple as that.

Ask for a quotation:

To request a quotation, please call us on +44 (0)20 7520 9288 or please go to this link: www.learningdynamics365.com/how-to-buy

Corporate Talent Development –

Graduate induction, on-boarding & strategic leadership simulations

Graduate Induction & Apprentice Programmes:



Business Management & Commercial Awareness

Team-based simulation for fast-track commercial awareness



Project Management

Fast-track experience simulation for planning & managing complex projects

On-Boarding Experienced Hires:



Business Leadership Challenge:

Simulation for fast-track understanding of your company's value chain

Strategic Leadership:



Corporate Strategic Leadership

Masterclass: Formulating & Implementing Strategy simulation



Family Business Strategy Simulation

For professionals providing strategic advice to family business owners

VIEW SIMULATIONS ON:

www.learningdynamics365.com

Telephone: +44 (0)20 7520 9288

London office:

Learning Dynamics Ltd
7 – 10 Adam Street
London
WC2N 6AA
United Kingdom

Lymington office:

2 Red House Mews
53 High Street
Lymington
SO41 9AH
United Kingdom

Simulations powered by:

 **Learning Dynamics 365**
SIMULATION MANAGEMENT PLATFORM

EXPERIENCE ACCELERATOR