

# Enterprise

## ProfitAbility®

experience your  
business future

If every worker acted like a business owner, how much would that add to your bottom line and cash flow?

Enterprise ProfitAbility is a one-day board-based business simulation that brings to life how any and every employee in a business impacts business performance.

This engaging and challenging learning intervention is proven to be effective for all front-line employees, team leaders, supervisors and managers. People from a diverse range of organisations, universities and functions attend the course, to re-energise their personal impact on the profitability of their business.

If you require a more in-depth course, looking at the drivers of value creation, and the impact of strategic decision-making, you may also want to consider the two day course, Corporate ProfitAbility.

### Learning criteria

Enterprise ProfitAbility teaches people exactly how profit is made, how cash flow is affected and how each individual can make a difference. In a competitive team challenge, participants navigate through the monthly sales and delivery cycles, and focus on the decisions that impact the financial success of the business.

The simulated market determines how profitable your decisions are throughout the day, interspersed with debriefs so participants can reflect on your company's performance and soak up the learning.

### The ProfitAbility approach

Experiential learning or 'learning by doing' enables your people to absorb essential concepts and transfer them directly to their workplace in the form of changed behaviour. Knowledge and business acumen are not only increased, but retained and used.

The simulation format compresses learning that would take months or years in the real world, into just one day. This allows participants to experience what the business future might look like, and truly understand the possible impact of every decision they make.

### What will participants do?

Each participant is part of a small team, in competition with up to five other teams. Each team must make every decision a business owner would make: how to price their products, which contracts to compete for, how much stock to buy, how to finance investments, how to pay suppliers, and so on. The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow that is critical to the business.

Participants learn sound financial management in a fluid environment, grasping the essence of strategy (adapting to the changing environment faster than your competitors) along the way. The simulation is run over six business cycles.



“The participants were very engaged and interested in making a difference. The simulation did a good job of highlighting the difference of profit and cash.”

Laura McAdam  
Profitability Now

**PROFITABILITY®**  
Business Simulations

[www.profitability.com](http://www.profitability.com)

After each action cycle, participants receive teaching inputs based on the following subjects, followed by immediate application exercises:

### Profit vs. Cash

How both are crucial to business growth and survival.

### Ratios

Which ones to use and how they help you manage the business.

### Planning

What tools to use and how to analyse planned versus actual results.

### My Job

What I will do back at work to create better financial and business results.

### Learning outcomes

- Improved understanding of why businesses make or lose money;
- Understanding the difference between profit and cash - and why you should care;
- Understanding how to control cash coming in and going out of the business;
- Knowing how to make smart decisions, every time;
- Improved knowledge of how to use income statements and balance sheets – and enjoying it;
- Understanding the importance of a business plan and why you need one.

### The Business Savvy Survey

No pre-work is required for this simulation, though prior to the programme participants may be asked to do a web-based questionnaire, the Business Savvy Survey. This 15-minute exercise assesses the level of participants' business financial acumen. The result is virtually instantaneous, is only sent to the participant themselves and is confidential. The project sponsor will receive aggregated results to allow them to measure the impact of the simulation.

Furthermore, participants can take the test anytime after the ProfitAbility programme to record exactly how much and where they have improved.

Contact +44 (0)1491 821900 today, and  
take the first step to experiencing your  
business future

## Summary

### Who should attend?

Front-line employees, team leaders, supervisors and managers.

### Class size

18–24 – or can be tailored for a larger group, for example as part of your conference or event.

### Duration

1 day (can be flexed to suit your needs).

### Customisation

We can rebrand the board, tailor the inputs to reflect the drivers of value in your organisation, or create a bespoke version based on your business.

“ This was a first —business finance training which was exciting and exhilarating! It has been fun working with colleagues from across the group. Even with my financial background I learnt a lot more on this course than I thought I would.”

EPA participant