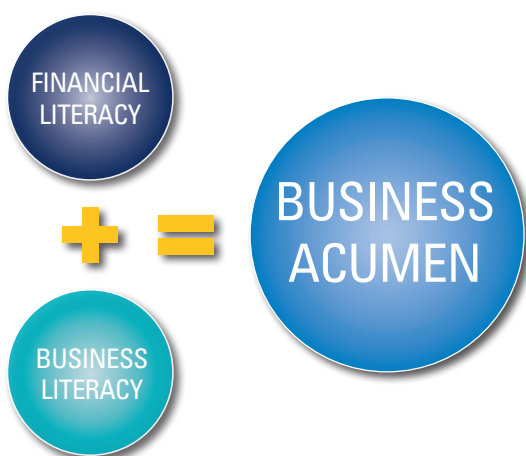


Zodiak®:

The Game of Business Finance and Strategy

Business Acumen Training for Managers, Leaders & Employees

Companies in all business sectors are faced with tough decisions about processes, people, product development, asset management, capital investment and much more. Every day the actions and decisions of your managers and employees impact business success. Zodiak® trains your staff to understand your financial drivers, align to company strategic objectives and 'get' the connection between strategy and financial success, resulting in strengthened decision making and business acumen.



Employees with business acumen understand:

- ▶ How profitability is driven
- ▶ How assets are used
- ▶ How cash is generated
- ▶ How new strategies and initiatives impact financial success
- ▶ Where they 'fit' into the achievement of company goals

A POWERFUL LEARNING EXPERIENCE

Zodiak® is a sophisticated business simulation in the form of an engaging and interactive board game. And according to more than one million players worldwide, including many global Fortune 500 leaders, the Zodiak learning experience is transformational.

LEARNING THE 'BUSINESS OF THE BUSINESS' THROUGH DISCOVERY

Research and experience both prove that classroom based simulations and business games can build business acumen more quickly and more effectively than traditional learning methods. Thus Zodiak's discovery learning methodology provides a fast track for companies wanting to improve the business acumen of their workforce quickly and with ease.

And when business acumen spreads throughout a company, employees begin to ask questions of the organisation, their departments and themselves.

- ▶ Have production of service costs gone up? If so, why?
- ▶ How has new pricing affected our margins?
- ▶ How efficiently are we producing and delivering our products and services?
- ▶ Are customers needs and requirements changing?
- ▶ What do we need to do to improve?



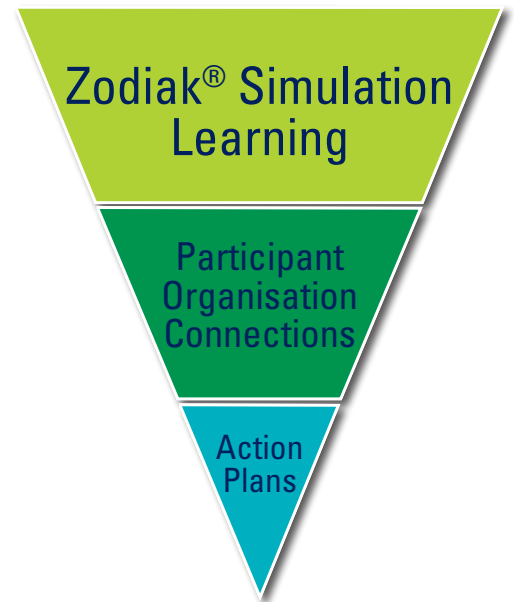
ZODIAK®
THE GAME OF
BUSINESS FINANCE
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ONE DAY LEARNING PROGRAM:

BUSINESS SIMULATION

Phalanx Learning immerses participants in the world of business by making them the new owners of Zodiac – an underperforming \$40 million company. Working in competitive cross-functional teams, learners sign for a bank loan, attract investors and purchase equipment and materials to deliver products and services in a effort to reinvigorate operations and manage cash flow over a simulated three year period.

Throughout the course of the simulation participants handle chance events, answer to shareholders and investors, and make tough strategic decisions bringing terms like cash flow, ROE, working capital, COGS and assets vividly to life. Learners embrace new insights, not just about how the numbers work but also about the consequences of business decisions and actions on financial success.



YOUR BUSINESS CONNECTIONS

Throughout the simulation, Connections exercises are used to bridge the learning from the Zodiac® game to your own organisation. Learners explore your company's strategies, processes, financial concepts, terminology, profit drivers, cash flow, risks and much more. It's here that learners connect how their own behaviours - their day-to-day decisions and actions – impact the bottom line.

CUSTOMISE FOR THE PERFECT FIT

You can use the Connections exercises provided with the program or work with your Phalanx Learning facilitator to customise company specific situational challenges. Connections sessions can be extended to an optional second day of learning depending on the level of customisation required.

KEY LEARNING OUTCOMES

- ▶ Complete and interpret Financial Statements;
- ▶ Explain the relationship and critical differences between Cash and Profit;
- ▶ Understand key financial measures and ratios including Return on Assets, Gross Profit Margin, and Return on Sales;
- ▶ Describe how strategies involving inventory, accounts receivable, investments, staffing, cash flow etc impact financial success; and
- ▶ Develop communication and gain alignment across functional business units.

TO LEARN MORE ABOUT ZODIAK®
CONTACT PHALANX LEARNING TODAY