



# Winning Decisions

A 3 day unique business simulation which highlights how and why decisions by line managers influence the bottom line



Course Facilitator

**Sualeha Bhatti**

18, 19 & 20 January 2011, Royal Palm Golf & Country Club, Lahore  
24, 25 & 26 January 2011, Sheraton Hotel & Towers, Karachi  
9:15 am to 5:00 pm

### Key Benefits:

- Develop long-term **strategic thinking**
- Comprehend the impact of your **financial decisions** upon the overall business
- Learn to make good decisions when **limited resources** are available
- Strengthen your **teamwork, communication** and **coordination** to increase productivity at work
- Gain a **good insight** of your business and financial matters
- Learn to be **vigilant** and **responsive** to customer needs
- See the **"big picture"** of your business with a deep understanding of your business & financial strategies
- Learn to develop **entrepreneurial skills**

### For Details Registration:

Tel: +92-21-4534261, +92-21-4536315, Fax: 021-4520708, 021-4546639  
E-mail: register@octara.com | www.octara.com

### This simulation addresses the following questions:

Should we update our existing production facilities or expand?

Do we have the correct level of inventory?

How do we balance the need for growth with our financial realities?

Why do we have a cash flow issue?

Are we improving the shareholders equity?

Do we conduct R&D for new products?

How do we meet our short-term and long-term financing needs?

Can production meet the sales targets?

Are we selling the right products in the right markets?

Why does an essential investment in one area of the company affect all other departments?

**Special Offer Book 2 seats and Save PKR 6,000**



Course Facilitator:

**Sualeha Bhatti**

Chief Consultant & CEO, Winning Edge

Sualeha Bhatti – Chief Consultant and CEO of Winning Edge is one of Pakistan’s leading names in the field of training and development. She holds a masters degree in Business Administration from UK and has had the privilege of interacting with and learning from some of the best known names in this field such as **Tom Peters, Robert Holding, Robert Benninga**, etc.

She has worked in a number of industries before venturing in the field of training and consultancy. Her practical experience ranges from **trading companies** to **manufacturing** and from **hospitality** to **pharmaceutical** industries. It is this experience that enables her to bring into her assignments a versatile knowledge of processes applied in different industries and helps her clients arrive at informed decisions. Her 17 years of experience in corporate change and creating transformational learning experiences has exposed her to a multitude of businesses and organizations both in Pakistan as well as abroad.

Helping people realize their potential and be the best they can be is the aim of all her training programs. She is known for her ability to create learning experiences where people can go deep within themselves and emerge with renewed faith in their own capabilities. She believes that training should be a combination of both, self-discovery and skills, as one without the other fails to make a long lasting impact. Her ability to build rapport with her participants makes her trainings fun and highly interactive.



Sualeha has trained participants from



## What delegates have said about **Winning Decisions**

“The program is outstandingly effective to make people from various departments understand how the other operation works. It covered all aspects required to yield tangible financial results.”

**HR Manager, ICI Life Sciences**

“We found this unique simulation profoundly valuable for us. Thanks for providing this enlightening opportunity!!!”

**Manager Learning, GSK**

“This program is all about critical thinking & making right decisions. I feel a change in my understanding of various strategies and financial terms. It is an excellent material for all corporates.”

**Manager HR & Training, Lotte PPTA**

### Participants of **“Winning Decisions”**

Octara workshop held on  
24, 25 & 26 November 2009, Karachi

“Winning Decisions” was a tremendous success in 2009. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience.

Organizations that have effectively used **“Winning Decisions”**



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## Course Overview:

Today when the challenge is to make the right decisions regarding investments at the right time to achieve the desired results, "Winning Decisions" gives you invaluable solutions being a highly interactive and engaging business simulation. It is a unique methodology to teach the fundamentals of strategic planning in marketing, production, product development and financing, where four to five manufacturing companies are made to compete with each other for business aggressively.

This simulation is made for teams to enhance their understanding of market & business comprehensively, enabling them to analyze the tough investment decisions that lie ahead of them in reality, such as:

- When to invest?
- How many markets to explore & pursue?
- How to take the lead?
- How to take the business flow forward?
- How to keep the sales growth upstream?
- How to increase the production?

This program enables the participants to enhance their understanding of financial tools necessary to boost profitability and productivity. Participants are made to take strategic decisions at every turn using their analytical insight where they can see the results of these decisions immediately.

Thus, this hands-on involvement teaches teams to work together in the same strategic direction leading to long-lasting business growth & profitability.

## "Winning Decisions" Deliverables

- Strategic Planning
- Cross Functional Team Building
- Critical Decision Making
- Understanding of Value Chain
- Production Planning
- Conflict Resolution
- Problem Solving
- ABC – Activity Based Costing
- EVA – Economic Value Added
- Cash Flow Analyses
- Finance Management
- Continuous Improvement
- Thinking like an entrepreneur

## Course Agenda:

### A quick overview of what participants will experience:

#### Day 1

##### Growth with Scarce Resources

In this first stage, each team takes over a company and begins the build-up process. The focus is on choosing, implementing and financing a winning strategy.

##### • Long-term planning

People heading the various parts and functions of the company must agree on how to allocate scarce resources. It is a question of finding the right balance between market development, product development and production technology. How can the company create a strong market position and win the best orders?

##### • Invest in the future

In the initial build-up stage, a company usually has an increased need for capital, at the same time its revenues may temporarily decline. How much money is available to invest in the future?

#### Day 2

##### Battle For Positions

Competition in the market has increased while margins have decreased. The focus is on efficiency and productivity.

##### • Review the old strategy

Key financial ratios serve as important guidelines for how the selected strategies can lead the company in the direction set by the team.

##### • The best way to make good deals is to avoid the bad ones

Which products, markets or production methods are the most and least profitable? Certain parts of the company may be operating at a loss - Activity Based Costing.

#### Day 3

##### The Owners Raise the Cross-Bar

Does the company generate enough profit for the owners to be satisfied with their investment? The focus is on how well they have succeeded in increasing the company's market value.

##### • How well are you really doing?

Generating a profit in a business is not the same thing as being successful. The owners expect that their capital will yield a return that meets with the financial risks that they are taking. Concepts such as 'Economic Value Added' and 'Internal rate of interest' are introduced.

##### • The company's market value

How is the company valued by the stock market? The various companies in the simulation are valued according to prevailing principles.

## Who Should Attend?

This program is well suited to management level professionals involved in Sales, Manufacturing, Production and Finance from manufacturing companies that need to build cross-functional understanding aligned with common performance measures.

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## Workshop Investment

PKR **24,999/-**  
per participant

on **2+** nominees  
**SAVE PKR. 3,000**  
per participant

Course material, Octara certificate, lunch, refreshments & business networking

## Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
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          : [info@octara.com](mailto:info@octara.com)  
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Strategic Partners



## Bring Winning Decisions In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at **0321-2133409** for more details

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