



9033



In-Class



12 hours

## Simulation Description:

Silega Pulse™ is a highly customizable, powerful business simulation. Five teams compete to outperform competition by creating more profit and value while maintaining cash flow levels. This hands-on and engaging program simulates up to four business years in just five hours. It's a realistic live representation of a business in need of a change. Participants must manage all parts of the business process: planning, operations, finance, and people development. Teams make decisions that every business owner must make, including how to price products, which customers and markets to compete for, how much stock to buy, and how to pay suppliers. At the same time, participants have the opportunity to see what the other departments and functions within the organization are experiencing. After each period of activity, short analysis sessions are conducted, followed by immediate application exercises.

## Simulation Objectives:

- Improve understanding of how and why businesses make and lose money
- Understand the difference between profit and cash
- Make smarter decisions to create long-term value
- Increase profitability by improving financial control and spending more wisely
- Improve business planning and control
- Align different departments toward common goals
- Create a common vision for success and a common language within the organization
- Reinforce organizational change
- Create a culture of constant improvement

## Simulation Outline

- Understand the big business picture
- Analyze how cash flow and financial balance are affected by management decisions
- Understand and interpret financial statements
- How to constantly define areas for improvement
- How to improve communication and alignment between departments and increase overall productivity

## Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

## Simulation Language:

English Material

Bilingual Explanation

## Prerequisites:

N/A

## About Silega

Silega is a dynamic international company that specializes in innovative solutions for enhancing business operations and performance. Focused on leveraging advanced technology, Silega offers a range of services designed to optimize processes, improve efficiency, and drive growth. With a commitment to excellence and customer satisfaction, they aim to empower organizations to navigate the complexities of the modern business landscape. By integrating cutting-edge tools and strategies, Silega positions itself as a trusted partner for businesses looking to thrive in a competitive environment.