



# ***EXPERIENTIAL BUSINESS SIMULATIONS***

GRAHAME ROBB ASSOCIATES LTD



# WHAT IS A BUSINESS SIMULATION?

The focus is on creating real opportunities to bring learning to life and not just rely on facilitator-led presentations. Delegates will develop strategic business plans, manage their finances and lead a series of challenges which replicate the stresses and pressures of a real-world business in an environment away from their comfort zone.

Typical business simulations put teams through case study reviews of real organisations, a range of strategic scenarios for their own organisation or reviewing historical performance. On our experiential business simulations, delegates undertake real challenges and exercises to earn revenue for a fictitious organisation that will be 'in business' for the duration of the simulation.

GRA has over 30 years of experience designing and delivering experiential business simulations. Our simulations are designed to create an emotionally safe environment in which to put those theories to the test, witness how they impact on performance and receive constructive feedback through structured reviews. Our aim is to support people's ability to successfully and sustainably apply it in the workplace.

Our simulations are tailored to your organisation's values, culture and the learning journey your employees are experiencing to develop crucial leadership skills and the right mindset and behaviours for successful team performance.

We draw out these elements through the customer expectations we set, the activities and challenges delegates undertake and the structured reviews completed afterwards. The benefits include: practical experiential learning to support validation and understanding of theory, tailored to experience and seniority of delegates, an emotionally safe environment to test skills away from comfort zones, challenges designed to draw out the desired behaviours and learning outcomes, structured reviews and action plans, choice of modalities: face-to-face or virtual, and challenge by choice.

**“WHEN WE MET GRA, WE WERE INTRIGUED BY THE ENERGY, ENTHUSIASM AND KNOWLEDGE THAT THE TEAM POSSESSED. WE KNEW INSTANTLY THAT GRA WERE THE PERFECT MATCH FOR KYOCERA WHEN THEY INTRODUCED THEIR ‘CHALLENGE BY CHOICE’ POLICY, PROVIDING A SAFE LEARNING ENVIRONMENT FOR OUR EMPLOYEES.”**

**JULIA ALLEN**

Learning & Development Manager, Kyocera



# WHAT'S INCLUDED



Our experiential business simulations are designed to replicate the real-life business conditions faced within your organisation, including end goals for a customer and strategic objectives.

Delegates are required to develop a plan for achieving these objectives and meeting the customer's requirements before undertaking a wide range of indoor and outdoor team activities and challenges. The activities selected for the business scenario will depend on your required learning outcomes.

Our activities encourage groups to have fun, embrace creative problem-solving, and develop excellent communication to achieve their aims.

We operate a challenge by choice policy that recognises that everyone is challenged by new situations in different ways and to varying degrees. Each individual decides their own level of participation without peer and/or instructor coercion.

Every business simulation that we create incorporates activities that allow teams to practice under pressure by challenging minds more than muscles. Therefore regardless of their comfort zone and physical capabilities, everyone is able to contribute to achieving the goals and objectives.

We ensure that there is no sense of embarrassment for individuals who choose not to undertake certain activities.

## ACTIVITIES INCLUDE:

- {+} Desktop puzzles and written exercises
- {+} Indoor problem-solving challenges
- {+} Creating a video
- {+} Outdoor initiative team and leadership tasks
- {+} Photo challenges
- {+} Archery
- {+} Laser combat
- {+} Low ropes
- {+} High ropes

**“OUR PROGRAMME WITH GRAHAME ROBB ASSOCIATES, USING THE EXPERIENTIAL BUSINESS SIMULATION, CHALLENGED OUR LEADERS AND SIGNIFICANTLY INCREASED LEVELS OF TRUST IN A WAY THAT ENABLED GREAT PEER-TO-PEER AND COACHING CONVERSATIONS. WE BELIEVE THIS HAS BEEN A PIVOTAL BUILDING BLOCK TO SUPPORT THEM IN ACHIEVING THEIR FULL POTENTIAL AS LEADERS; ENHANCING SELF-AWARENESS AND STRENGTHENING OUR LEADERSHIP COMMUNITY IN TECH DATA.”**

**MICHELLE FORD**

Talent and Development Manager, Tech Data



# ORGANISATIONAL BENEFITS



## WHY DO ORGANISATIONS USE OUR BUSINESS SIMULATIONS?

How do you ensure your training courses embed the key skills required to close leadership gaps, build collaborative teams, transform performance or create sustainable change within your organisation?

Modern learning models, such as 70-20-10, highlight the importance of experience in the learning process. While an understanding of leadership and team development theory can support our learning, true development happens through practical application and putting the skills to the test.

We focus on ensuring the delegates get real experience with the following expectations:

- {+} Lead a fictitious company for the duration of the simulation
- {+} Achieve customer expectations
- {+} Manage various stakeholder relationships
- {+} Ownership for strategic decision-making
- {+} Budget management and financial planning
- {+} Project management
- {+} Undertake practical exercises which will test their leadership and team performance capabilities
- {+} Constructive and introspective reviews to apply the learning to the workplace

Our simulations are not to be confused with traditional classroom learning programmes. GRA offers a wide range of leadership and team behaviour and skill development programmes and the aim of simulations is to create practical situations to test and reflect on that theory before applying it in the workplace.

Our facilitators have a wealth of experience designing and delivering tailored simulations, therefore we can also incorporate real initiatives within your organisation into the simulation. For example, projects focused on sustainability, communication strategy or implementing technology initiatives.

**“GRA’S TEAM BUILDING CHALLENGES OPENED UP THE OPPORTUNITY FOR OUR PEOPLE TO WORK WITH OTHER COLLEAGUES THEY WOULD NOT NORMALLY INTERACT WITH. THE MIX OF INDOOR AND OUTDOOR ACTIVITIES MAINTAINED THE ENERGY LEVELS OF THE GROUP AND THE STAFF WERE AMAZING!”**

**ARTEX LIMITED**

January 2017



# SIMULATION ACTIVITIES

## HOW WILL YOUR EXPERIENTIAL BUSINESS SIMULATION BE DELIVERED?

Our state-of-the-art outdoor centres, located in Reading and Burton-upon-Trent are purpose-built to facilitate high impact team and leadership development training programmes. Alternatively, we can take our business simulations mobile if you would prefer to hold the programme at your own location.

You will be assigned a GRA Course Director who will discuss with you what you're aiming to achieve, further information about the corporate culture and the delegates, including their experience level, as well as any particular activity types you would like to incorporate.

Typically, groups participate in simulations ranging from 1 day to 2.5 days, with optimum results achieved through more complex, longer programmes.

The business simulations incorporate the following elements:

- {+} Pre-work questionnaire
- {+} Introduction to leadership and team theory including the results of the questionnaires
- {+} An introduction to the business simulation
- {+} Strategic planning phase
- {+} Execution of the plan through participation in a variety of activities

The programme can be tailored to meet your requirements and therefore we do offer a variety of options regarding the duration and design of the bespoke simulation created for your organisation.

**“A WELL-ORGANISED AND CHALLENGING PROGRAMME - PERFECT FOR TEAM BONDING AND DEVELOPMENT.”**

**TIM VRYENHOEF**

Founder and Managing Director, Nutratch



# DELIVERY OPTIONS

# PARTICIPATION



## WHO IS THE TARGET AUDIENCE FOR GRA BUSINESS SIMULATIONS?

GRA's experiential business simulations are tailored to the requirements of your organisation. We partner with your team to understand your organisation and the drivers for success. We have designed different activities and performance standards for varying levels of experience and seniority of delegates who undertake our challenges.

We would work closely with you to ensure the simulation was suitable to your delegates and their learning journey:

- {+} Senior leadership teams
- {+} First time Managers
- {+} Accelerated development delegates
- {+} Graduates
- {+} Apprentices
- {+} Newly formed teams
- {+} In-tact teams
- {+} Project teams

# FURTHER INFORMATION



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This brochure has provided you with an overview of how our business simulations can provide your organisation with the perfect platform to help individuals and teams to accelerate their development and achieve better results.

We tailor each business simulation to your budget, timeframe and learning outcomes, therefore if you'd like to learn more about how we can support your organisation please contact us to setup a call or meeting with our learning and development specialists.

With over 30 years' experience in the development of bespoke experiential business simulations, we will be able to help you achieve your aims.

## CONTACT US

For further information or to book your experiential business simulation please contact us on:

✉ [enquiries@gra.uk.com](mailto:enquiries@gra.uk.com)

☎ 01962 779911

🌐 [www.gra.uk.com](http://www.gra.uk.com)

# LOCATIONS



## OUTDOOR LEADERSHIP CENTRE ST. GEORGE'S PARK

Our Outdoor Leadership Centre is located at St. George's Park, The FA's National Football Centre in Staffordshire. Set in the National Forest, in 330 acres, the centre is the training base for the 24 England teams and features a 228 bedroom Hilton hotel.



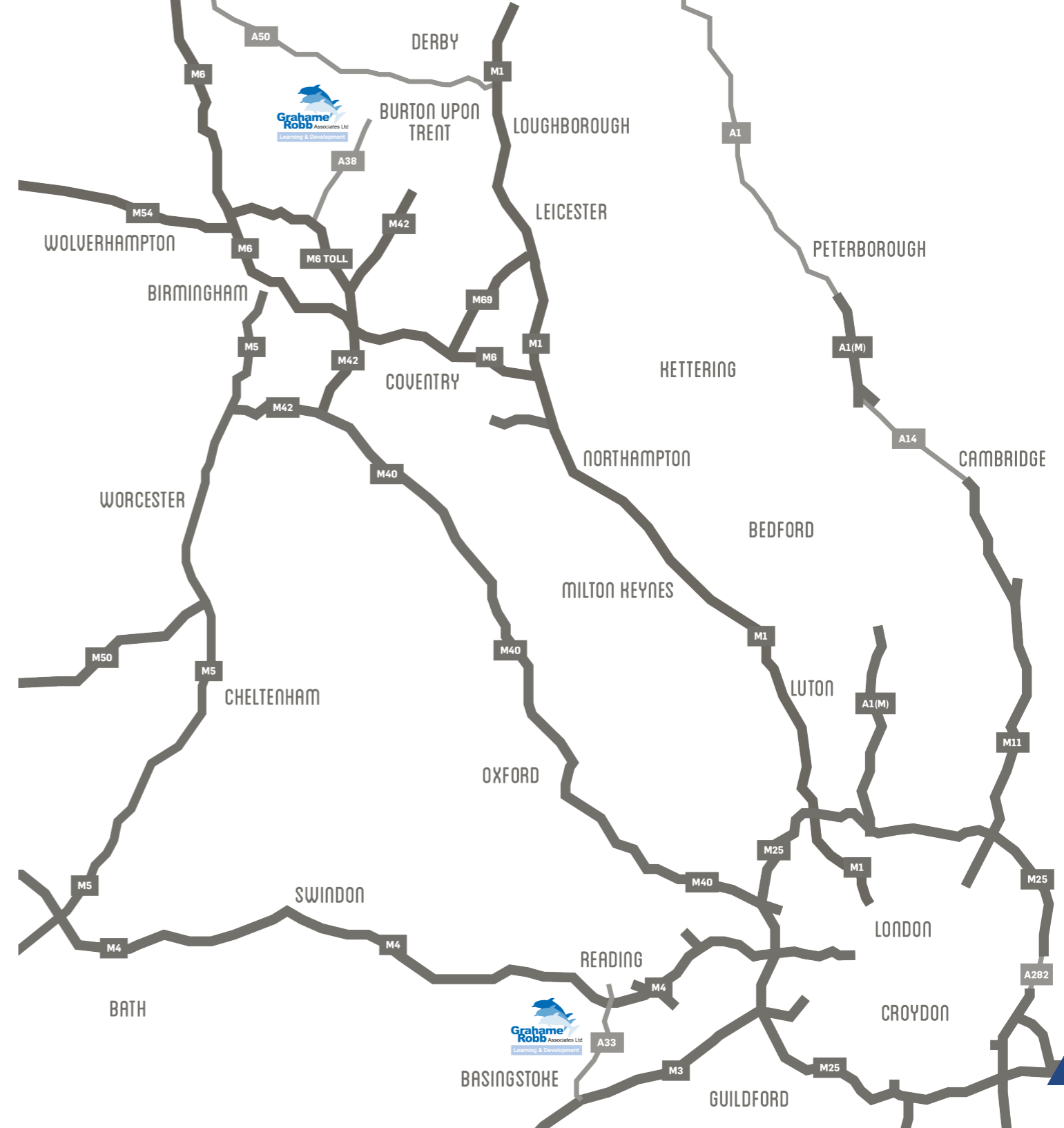
## OUTDOOR LEARNING CENTRE DE VERE WOKEFIELD ESTATE

Our Outdoor Learning Centre is situated within a 15-acre, mature oak woodland in the grounds of the De Vere Wokefield Estate, Reading. The estate has over 300 bedrooms, plus a number of quality conference rooms and meeting facilities.

A number of our activities also have the capability to be taken mobile, to a location of your choice – whether that's your own site or somewhere more practical for your requirements than the two facilities we own and operate.

For more information visit: [www.gra.uk.com/outdoor-learning](http://www.gra.uk.com/outdoor-learning)

Take a look inside with our 360° Virtual Tours: [www.gra.uk.com/tour](http://www.gra.uk.com/tour) [www.gra.uk.com/tour/colc/](http://www.gra.uk.com/tour/colc/)







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For more information or to discuss your requirements please contact:

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