

Brewing ProfitAbility



What is Brewing ProfitAbility?

This engaging and challenging business simulation is for all managers and their direct reports. Brewing Profitability is a simulation that has been specifically developed to increase the financial understanding of managers and direct reports within the brewing industry.

Brewing Profitability is designed to build skills in financial understanding, commercial acumen and business planning.

What will they learn?

Brewing ProfitAbility teaches people working in the brewery industry exactly how profit is made, how cash flow is affected and how each individual can make a difference. Using a unique simulation - designed to represent the workings of a brewing company, with all the challenges of marketing, operational and financial concepts - participants learn how money moves through the business with every decision they make. Participants learn how to plan, forecast, budget and make informed decisions on their return to work.

How will they learn?

Experiential learning enables people to absorb essential concepts and transfers them directly to the workplace in the form of changed behaviour. Knowledge and business acumen are not only increased but, vitally they are retained.

What will they do?

Each participant is part of a 3-4 person team, in competition with 5 other teams. Each team will make strategic, operational and financial decisions that must be made to setup, run and expand a brewery business over a simulated period of several years.

The goal is to outperform your competitor by creating more profit and value than them, while maintaining cash flow that is critical to the business.



I have been on so many courses where the end aim has been the same as this course — this is the first time I have seen it achieved. It has been fun to work with colleagues across the group. Even with my financial background I learnt a lot more on this course than I thought I would.

Course Participant

Using a simulation to learn something rather abstract and complicated was a great experience.

Course Participant

The course was very good at getting the key messages across clearly—and it was lots of fun too!

Course Participant

The concept is brilliant, because it is so simple. The visual aspect of the game is a winner.

Course Participant

The process actually puts all the definitions and theory into perspective.

Course Participant

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What's the result?

The learning outcomes are:

- Linking decisions to sales, marketing success, and financial results
- Broader perspective by seeing a 'helicopter view' of how different parts of the business work
- Improved understanding of the key drivers of profitability, cash flow and value creation
- Understanding cash flow forecasts, profit and loss accounts, business plans and balance sheets
- Moving the focus from operational issues to satisfying customers' needs, and improving business results

What pre-work is needed?

None. Just bring a calculator, sharp mind and pencil! Prior to the programme you may be asked to do a web-based questionnaire, the Business Savvy Survey. This 15-minute exercise will let you know the level of your business financial acumen. The result you get is virtually instantaneous, is only sent to you and is confidential to you. Furthermore, you can take the test anytime after the ProfitAbility programme to record exactly how much and where you have improved.



Summary

Who should attend?

Anyone who wants to maximise their company's financial success.

Class size

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

Duration

2 days (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.