



# Manufacturing

Imagine the impact on your bottom line if every manager knew how to influence profit and cash flow positively with each decision they made.

## What is Manufacturing ProfitAbility?

Manufacturing ProfitAbility is a board-based simulation that has been specifically developed to increase the financial understanding of managers within capital intensive manufacturing organisations.

## Who should attend?

This engaging and challenging business simulation is for all managers and their direct reports. Manufacturing Profitability is designed to build skills in financial understanding, commercial acumen and business planning.

## What will they learn?

Manufacturing ProfitAbility teaches people working in manufacturing exactly how profit is made, how cash flow is affected and how each individual can make a difference. Using a unique, board-based simulation — designed to represent an manufacturer, with all the challenges of production planning, plant investment, quality improvement and building a loyal customer base — participants learn how money moves through their business with every decision they make. Participants learn how to plan, forecast, budget and make informed decisions on their return to work.

## What will they do?

Each participant is part of a 3–4 person team, in competition with 5 other teams. Each team will make the strategic, operational and financial decisions that must be made to set up, run and expand a manufacturing business over a simulated period of several years. The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow that is critical to the business. The simulation is run over 6 business cycles. Between each period of activity short presentations will be given on:

### Profit versus Cash

How both are crucial to business growth and survival

### Ratios

Which ones to use and how they help you manage the business

### Planning

What tools to use and how to analyse planned versus actual results

### My Job

What I will do back at work to create better financial and business results



“ 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! ”

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## What's the Result?

The learning outcomes are:

- Linking production decisions to customer satisfaction, 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
- Seeing the results of Lean Manufacturing and Quality Improvements on financial results
- Understanding cash flow forecasts, profit and loss accounts, business plans and balance sheets
- Moving the focus from production issues to satisfying customers' needs and creating business success

## What pre-work is needed?

None. Just bring a calculator, sharp mind and pencil! Prior to the program 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 program to record exactly how much and where you have improved.

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

Call +44 (0)1491 821900 and find out how ProfitAbility can help you experience a more profitable future

# Summary

## Who should attend?

Managers and their direct reports

## Class size

12–24 (can be tailored for a larger group, for example as part of your conference or event).

## Duration

2–3 days (can be flexed to suit your needs, for example as part of your leadership curriculum).

## Customisation

We can rebrand the materials, tailor the inputs to reflect the drivers of value in your organisation, or create a bespoke version based on your business.

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