


The Gym

Participants will learn:

- to assess the state of a business
- the value of listening to customers
- that innovation is crucial to any business
- to understand financial statements
- the value of knowing your competitors
- that informed decisions are best

 4-6 hours + debrief

 6-24 (two to four teams of 3-6 per team)

 Staff at any level

 £795 ex vat

 Only one pc (or laptop) & printer required

■ As new owners of an ailing sport & leisure club are you prepared to make sweeping changes to turn the business round? A great test of business acumen.

From all the necessary data at your disposal, you learn about the ailing business - its falling membership, the state of the facilities, the weak management, the staff grumbles and declining profits. Something needs doing – and quickly!

Before considering all the business variables such as staff levels, prices, overheads, marketing spend etc you can obtain customer feedback and you can buy market research on competitors which will help you make good decisions. You can also add new facilities such as tennis courts, squash courts, a spa, a crèche, a golf course, but for each there are pros and cons. The Trainer acts as the Bank Manager with whom you can negotiate loans.

There are six, 'half-year' rounds giving you and other teams 'three years of business' to make the club a success. Each period, you complete a Decision Form on key variables. The computer analyses these and prints your financial report. As well, each quarter there are staff problems and how you handle them has a knock-on effect on business! The key to success in this exciting simulation is about listening to customers and innovation!



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Trainer's Role

- 1 Introduce the activity using the PowerPoint.
- 2 Issue Team Folders and allow 90 minutes for teams to study and discuss and complete their first Decision Form.
- 3 Input each team's decisions and print the financial results. Teams study results and complete a second Decision Form (25 minutes).
- 4 Act as Bank Manager if loans are required. Guidance on how to do this is given.
- 5 Repeat the Decision Form input for each period up to the sixth, final period.
- 6 Conduct a Debrief and announce the winning team.

Comprehensive Trainer's Notes makes this an easy activity to run.



Testimonials



Training Consultant, InRoads Inc USA

A great business simulation – one of the best, real-world simulations I have ever used. It uses everyday business issues and has a huge emphasis on decision-making with multiple variables. The discussion around management, marketing and customer service is all very insightful. There is a need to work together and develop team cohesion and it sponsors great leadership and organization. Being able to see the financial impact of their decisions (from the computer printout) is very engaging for everyone – and it is fun!



G Neild, HR Dept,

Burton Hospitals NHS Trust

Excellent for our purpose - to make NHS managers more commercial.

Pack Contents

- Trainer's Guide
- Computer Program & PowerPoint
- Sets of Data-Cards
- Team folders each containing 14 pp of info... introduction / members' fees / facilities / staff / marketing / your task / the winning team / refurbishment / outlook-1/outlook-2 / analysis of accounts / balance sheet explained /current profit & loss / current balance sheet

Purchasers

Volkswagen Group
 John Lewis Partnership
 Napp Pharmaceuticals
 Monsoon Accessorize
 Norfolk & Waveney ES
 Dudley College
 Business School
 Center Parcs
 Pro Training UAE
 Stella Asia Pacific
 Lloyds TSB
 Perkbox
 Tunbridge Wells BC
 Royal Blackburn Hospital
 AA Insurance
 Vodafone

Ordering

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Delivery UK usually next working day, elsewhere 1-6 working days depending on location