



# Robot

# FACTSHEET

**Set in the manufacturing sector this business simulation is about investing in new markets across the globe.**

- 4-6 hours + debrief**
- 6-24** (2-4 teams of 3-6 per team)
- For staff at any level**
- Includes computer program** (internet access required)
- £995** ex VAT



## Learning objectives

- to understand and use basic business acumen skills
- to work as a team to make decisions in a financial context
- to handle stock control, ordering and forecasting
- to analyse P&L, Balance Sheets and Operational Statements
- to practise being part of a business management team

## About the activity

Teams take over the management of a company making robots. As well as maintaining the current business there are potential new markets in Europe, USA, Gulf States and Asia Pacific. So how will teams proceed? Timing is critical in this highly competitive sector - and how much risk are teams prepared to take in order to gain an early foothold in vital new markets?

At the start teams should take time to properly analyse the business data available - so decision-making for the way ahead is *informed* and not just guess work. Sometimes they need to make educated guesses - just like real business - but it's important *not* to make assumptions when there is data and history available to make informed choices. Margins are tight so staffing and stock are key issues.

Success is about good business forecasting, choosing the right suppliers and having the optimum-sized workforce. If there are insufficient finished robots the company will be unable to meet demand quickly. How badly will that reflect on their revenue - and market share?

Other factors come into play: for example cultural differences mean that robots are 'region specific' - so raw materials vary depending on *where* the robots are built and opportunities to extend the business further by supplying apps to enhance existing robots. The winning team, at the end of a series of 'rounds' of decisions and business activity, is the one with the most profit - or you can use other criteria.

## Five-year repeat use licence

This Northgate training activity comes with a five-year licence for repeat use with up to 24 participants. A licence is required for each site (or remote hub). To use with larger groups or for multiple site licences please contact us for a quote.

## Pack contents

- Trainer's Notes
- Trainer's PowerPoint
- Computer Program (internet access required)
- Team Folders containing:  
Introduction, Your Task, The Products, Markets, Resellers, Suppliers, Production, Costs, Equipment, Stock, Apps, Finance)
- Sets of Six Business Situations
- Also included in virtual version:  
Trainer's Checklist, Decision Form I, Starting Financial Data

This activity is supplied as a hard copy pack and digitally for use in both face-to-face and virtual classrooms.

## Ideally suited to

Courses on business management, strategic planning and basic business finance. Also chosen by Trainers for inclusion in courses on Leadership and operating as an effective team.





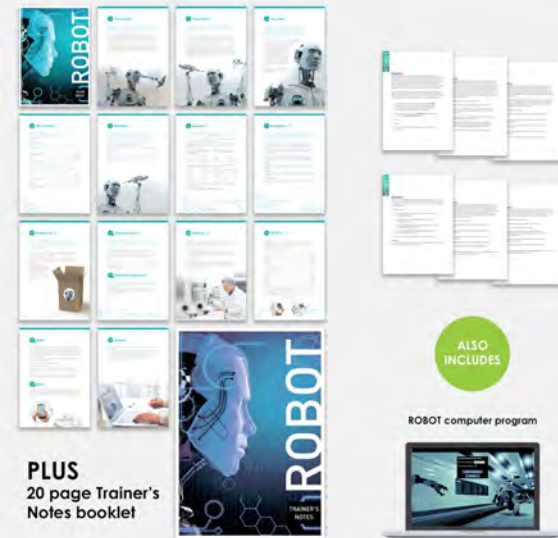
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## Customer reviews

**”** We used Robot on a strategic management, and leadership course with 24 participants. The exercise brought out very clearly the need for setting objectives and controlling the work of the organization. The *greatest learning points* were that teams need to spend time planning and deciding on a strategy, building a structured approach to the task and ensuring that everyone is totally clear on what has to be achieved.  
**Mohannad Al Assal, Managing Partner, Better**

**”** We have just finished a two day management program where we play the Robot game. *We really like running this game*, it gets the delegates to think of actions they take in a business environment, it creates good conversations within their groups and a bit of competition within the whole group which is healthy. It drives them to drill down and look at the whole picture of a business, which is critical. We will continue to use this game with our training.  
**Laura Manze-Coakley, Competence Development Specialist, Volvo Group**



## Trainer's role (full guidance supplied in Trainer's Notes)

- Give a brief introduction and explain what determines the winning team.
- Issue Team Folders and allow 60-90 minutes for teams to analyse the contents.
- Issue Decisions Forms for teams to complete for the first quarter: prices, staff numbers, markets, salaries, advertising spend etc.
- Transfer the data to the program for analysis. Issue reports: a P&L, Balance Sheet, Operational Statement and details of opportunities etc.
- Allow time for teams to analyse their results and consider the way forward. Then issue a 2nd decisions form (for their next period of trading).
- Each round there is the option to issue a Situation Card to teams (ideally while you enter the decisions into the program). These are business issues to consider that do not influence the results but are useful for discussion at the debrief.
- The business activity normally stretches over about six rounds of decisions -but there are more available.
- At the end, ask each team to present a review of performance in terms of decision-making and business management, level of success and teamwork.
- Lead a debrief. Then compare the final profits and announce the winning team. Summarise the key points and lessons learned (see Trainer's Notes).

## Northgate says...

Learning-by-doing is more effective than traditional forms of learning. It's a safe environment in which to try things out. And our gaming elements make the learning all the more fun, engaging and memorable.

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## Northgate customers

