

BUSINESS WARGAMING

PLAY TO WIN



Dynamic competitive simulation – Wargaming as a powerful business tool

Challenges ahead

- » In today's rapidly changing market environments organisations face **increasing dynamism and complexity**
- » Growing competition, changing shopper behaviour, increasing speed of innovations and emerging new technologies require

New ways of doing business



Better decisions

Success increasingly depends on the ability of companies to **develop foresight** and **focus on competition**

- » Anticipate future developments and competitors' activities/reactions
- » Integrate these **crucial insights** into own strategic thinking and decision-making
- » Achieve **powerful, fast and flexible** operational implementation

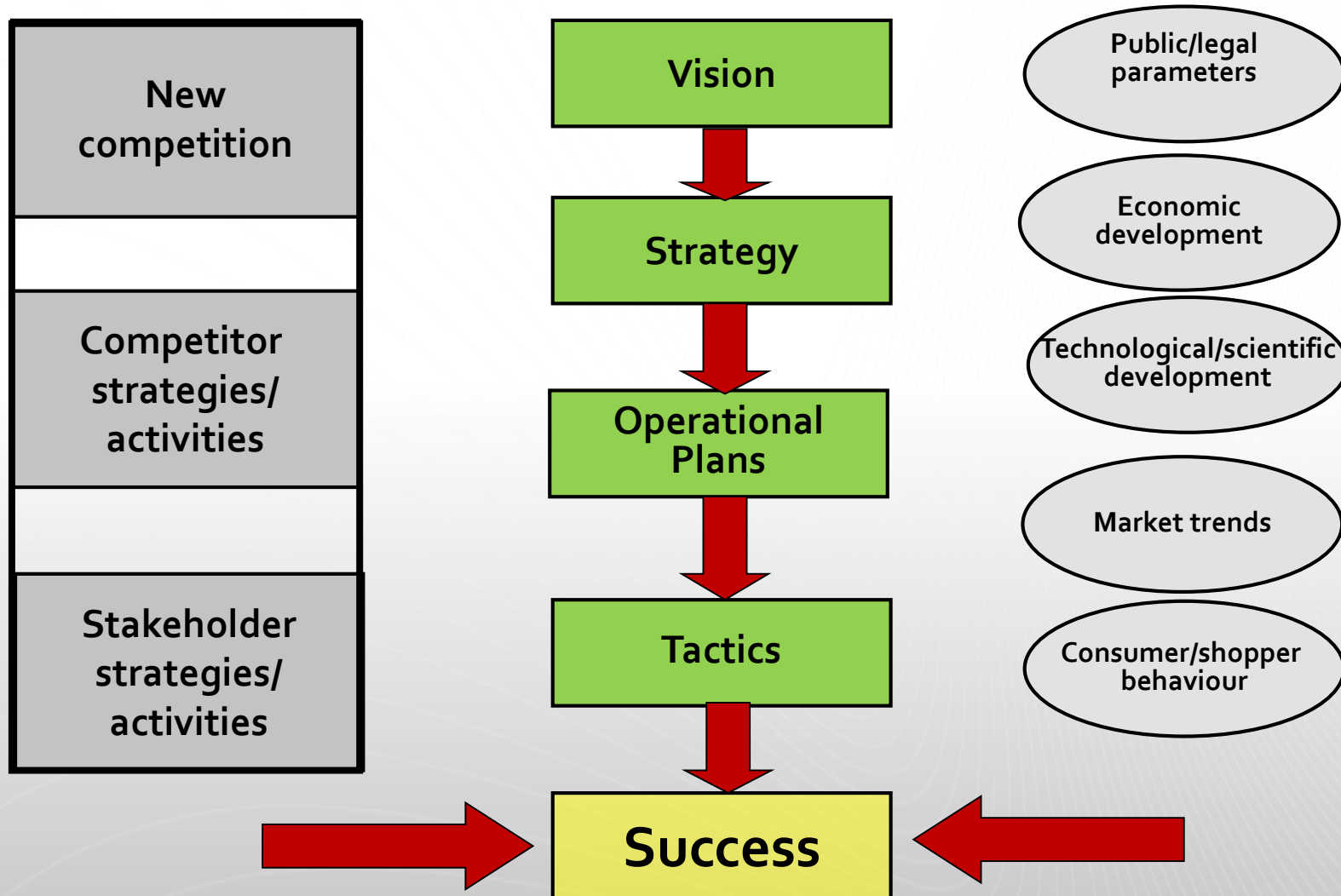


Business Wargaming – experience the future

- » Explores **implications of own business strategies and action plans**, market developments and **competitor activities**
- » Simulates **future scenarios** in a dynamic, interactive team process
- » Recognizes **new risks and opportunities**
- » Identifies the **strategies and actions needed to succeed**
- » Improves the **organization's agility and readiness** to succeed in dynamic markets with growing competition



Dynamic business interaction



Business Wargaming - outthink the competition

- » In role-playing simulations participants **play the roles of key stakeholders**
- » Teams represent **competitors, customers, trade partners, the media** and other relevant players in the market
- » Interaction through **a series of moves and counter-moves** in a dynamic environment
- » In the final, teams go back to their role as company representatives and work out powerful strategies and tactics

~~REACTION~~



ACTION



Wargaming – when to play

Strategic challenges

- » Development and testing of business & brand strategies
- » Aggressive competitor activities/new competition
- » Pricing strategy
- » New technologies, changing consumer behaviour
- » Increase level of confidence and commitment to **winning against competition**
- » Improve effectiveness of cross-functional teamwork



Wargaming – when to play

Marketing & Sales

- » New market entries & major product launches
- » Innovation development
- » Main brand activation programs (promotions, media/PR campaigns)
- » Developing/testing of brand and trade strategies
- » Preparing negotiations



Our services for Customized Business Wargames

» Preparation

- » Definition of business objectives and framework together with the client
- » Design of effective wargaming process tailored to business needs
- » Preparation of scenarios and team briefings (Game Books)
- » Data analysis / Business modeling of important market factors

» Facilitation

- » Briefing & coaching of teams and steering group
- » Facilitation of war games
- » „Devil's advocate“ role in war games, support assessment of results/plans

» Documentation

- » Results, action plans & responsibilities, prioritization, timings and commitments



Contact us

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