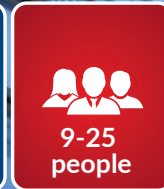


# Retail. Banking



*Win the best contracts and become a banking leader!*

*Spectacular successes or devastating bankruptcies – the financial market can arouse great emotions. A developing bank is going to become a leader on the market of local banking services within three years. The road to success is not easy and achieving it will largely depend on its employees' skills in strategic management and planning actions. Financing advertising campaigns, guarantee of order execution in terms of logistics and an ongoing struggle with dynamically acting competition – these are only a few challenges the team of a new division faces. Who will be the best in performing these tasks? Which team will be the best in multiplying the bank's assets?*

## ○ The game for:

- managers making key decisions concerning the company development, winning customers and building competitive advantage
- teams developing strategic plans that have to include different factors shaping the character of the market and influencing business results
- entrepreneurs wishing to develop their skills of strategic thinking, long-term planning and managing business units on regional markets
- people wishing to get to know the specific character of the company management, its structure and functioning and to acquire basic knowledge of developing financial statements

## ○ Challenge:

You run a branch of a bank. In the game, like in reality, you offer your customers different products, compete with others, decide about the amount of expenditures for marketing and volume of employment. Your major task, however, is to increase the value of your division. The character of the game is even more dynamic because the results influence the moves of the real competition – other teams you need to take into consideration.

## ○ Foundation:

- learning through experience: reflecting real market conditions that make enterprises maximise their activities to increase the market value of the facility, which includes the amount of cash, the sales value, fixed assets or possible financial obligations associated with the loans that have been taken
- strategic management

## ○ Advantages:

- appreciating the role of strategic planning in the final success of the enterprise
- extending experience in winning the market in practice and making long-term decisions
- developing the skills of budgeting, logistics, sales, marketing and cooperation within the teams

## ○ Extensions / Variants:

- a training part to present the rules of strategic management, developing and implementing plans
- a moderation workshop during which the participants solve a real problem, important for their organisation

## ○ Logistics:

The game takes place in a training room. We use a projector, a screen, tables and chairs. There is a possibility to play in several rooms and for a larger number of people.

## ○ The game through the eyes of the participants:

*"It's a pity I didn't play this game when I started running my company – I would have avoided a few wrong decisions and planned my activities in a more real manner."*

*"It was really exciting. It seemed to me that 7 hours of the game would be a lot, but when we finished, nobody wanted to rise from the table!"*

*In addition to being decision makers, managers also have to be motivators.*

*Lee Iacocca*

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