



FINANCIAL IMPACT OF BUSINESS DECISIONS

VUCA Business Simulation



Understanding the fundamentals of Financial Accounting



Learning how to develop strategies to manage complexity



Understanding the importance of customer value



Experiencing the importance of interconnections



Understanding the fundamentals of Management Accounting



THE CHALLENGE OF MANAGING COMPLEXITY

In today's business environment, leaders must navigate a landscape characterised by volatility, uncertainty, complexity, and ambiguity (VUCA).

We **face complexity** in business on a daily basis as it creates significant challenges both internally and externally.

Internally, this complexity can lead to miscommunication, slower decision-making, and inefficiency. Externally, it complicates interactions with global markets, diverse regulations, and changing technologies, making it harder to interpret data accurately and anticipate risks. Small issues can quickly escalate through interdependencies, leading to widespread disruptions.

To navigate complexity, managers are **challenged not only to make the right decisions**, but also to **understand the impact of their decisions on the business**.



WHY US?

This training is designed to help you not only survive but thrive amidst these challenges, offering a unique, hands-on opportunity to strengthen your decision-making and strategic skills for real-world impact.

With the PURE Business Simulation, future and current leaders can learn and test the effectiveness of their business decisions via hands-on practice in a safe, simulated environment. They can explore options and understand the impact of their decisions. The simulation is based on the VUCA model - standing for **V**olatile **U**ncertain **C**omplex and **A**mbiguous - and therefore offers a holistic approach to managing complexity in a business context. To navigate complexity, businesses need advanced tools, cross-functional collaboration, and a high degree of adaptability.

Dive into high-stakes business scenarios that mirror real-world VUCA conditions. Collaborate with peers, tackle sudden market changes, respond to unpredictable challenges, and see the impact of your decisions in real time. Our trainers provide input and feedback throughout, so you'll walk away with clear insights that can be applied to your day-to-day work.



THE PROCESS

This simulation is ideal for business leaders, managers, and professionals who want to sharpen their strategic agility and enhance their ability to lead teams in complex environments. Whether you're in a strategy, operations, or leadership role, this experience will give you an invaluable edge.

It allows participants to take over a simulated business and compete for market share in a complex environment. Combined with inputs on Financial and Management Accounting, the participants can make decisions in a risk-free environment and see the immediate impact of their decisions on the business.

In the end, the lessons learned are directly applicable to day-to-day operations.

Financial Accounting

Financial Accounting is **looking back on the financial year** and includes formal standards: **Balance Sheet, Income Statement** and **Cash Flow Statement**.

VUCA - Business Simulation

The VUCA simulation offers the ability to **experience complex real-world dynamics** in a risk-free environment. Participants take over the role of executive management and work as a team to **ensure the viability of a company**. Through **planning and strategy meetings**, alongside content input, the **impact of decisions on the business** is seen in a compressed time scale. The simulation allows for up to 3 companies to compete for market share. At the end, the **lessons learned are directly applicable to day-to-day operations**.

Management Accounting

Management Accounting **enables managers to steer results and liquidity** through key figures. It provides tools for managers **looking into the future**.



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Key points:

- 1,5-3 day training
- webbrowser-based simulation
- globally available
- over 120 successful runs
- can be delivered onsite / online / hybrid
- experienced trainer team
- can be delivered to a group of 10-24 participants

Price starting from:
8.000€



BENEFITS

Participants will gain skills to respond rapidly to volatile conditions, improve decision-making in uncertain situations, and lead teams through ambiguous challenges. They will develop a strong understanding of systems thinking, helping them to see the big picture and manage interconnected complexities.

„The PURE Business Simulation was a great experience making decisions in a complex environment as well as learning how to structure and develop a team!“

Engineering Manager at an automotive parts manufacturing company

„This training helped me understand the connection and impact of my operational work and the financial figures of the company!“

Regional Sales Director at an engineering equipment manufacturing company

„The finance part of this training was very insightful and explained in a really hands-on and explanatory method. The learnings will be easily applicable to my day-to-day work!“

Division Manager at a globally leading automotive manufacturing company

Ready to rise to the challenge?

Contact us now and transform your approach to complexity and VUCA!



LUISA SCHUMANN

Over 7 years of experience with complexity management and business simulation.

✉ luisa.schumann@puremanagementgroup.com



PAULA HEERS

Over 3 years of experience with complexity management and business simulation.

✉ paula.heers@puremanagementgroup.com