

Agenda - The Competitive Challenge

	Day 1	Day 2	Day 3
Morning	Workshop and game introduction	Decision #3	Decision #6
	Decision #1	Debrief; Forecasting and Cash-flow	Debrief; Pricing
	Debrief and theory about strategy	Decision #4	Decision #7
		Debrief; Customer-driven approach	
Afternoon	Decision #2	Decision #5	Debrief; Sharing key learnings
	Debrief; Theory about decision process and benchmarking	Debrief; Business Intelligence	Action plan; Declaration of winners