

## Bigger Bucks



# BUILDING A BUSINESS SMART WORKFORCE

In today's fast-paced and increasingly complex business environment, technical skills are not enough. Organisations succeed when their workforce understands how the business truly works - how money flows, how decisions ripple through the organisation, and how strategy connects to financial outcomes. Unfortunately, many businesses struggle because financial acumen and commercial thinking are confined to just a small group of leaders. When employees lack business and financial acumen, even well-intended decisions can erode profitability, stall growth, and increase risk.



## WHAT IS BUSINESS ACUMEN AND BIGGER BUCKS?

**Business acumen** goes beyond basic financial knowledge. It is the ability to interpret financial information and use it to make sound strategic decisions that drive organisational success. This skill involves understanding how different elements of the business interconnect and being able to anticipate the impact of choices on overall performance. When employees develop business acumen, they are better equipped to align their actions with company objectives, identify opportunities for growth, and contribute meaningfully to long-term results.

**Bigger Bucks** is an interactive, hands-on simulation designed to build business and financial acumen through a facilitated, game-based workshop. Throughout the workshop, teams must navigate real-world constraints and challenges, including the management of profit and loss statements, balance sheets, cash flow, pricing decisions, investments, expenses, and various operational issues. As the simulation progresses through multiple business cycles, participants directly experience the cause-and-effect relationships between their decisions and the resulting financial outcomes.

# Course Details

*Bigger Bucks is an in-class, interactive simulation program designed to immerse participants in the practical realities of managing a business. Delivered in a classroom, the course encourages active learning through game play, group discussions, collaborative reflections, and dynamic idea generation. By combining simulation with facilitated conversation, participants gain business acumen thinking that equips them to drive meaningful results in their organisations.*

## COURSE MATERIALS

Learner guide

Game board

Question cards

Million-dollar blocks

Carry bag for all materials

## What's the next step?

Learn more about the knowledge developed in the Bigger Bucks simulation and how the training can benefit your organisation. Contact us today. **Call Josh on +61450800435 or visit us at [CrucialDimensions.com.au](https://www.crucialdimensions.com.au)**

### 9:00 a.m. GETTING STARTED

- Setting the scene
- What is business acumen and how does it relate to the participants everyday life and work?
- Understanding the Bigger Bucks business cycles and the value of customers
- Familiarising with the game board and simulation materials

### 9:45 a.m. YEAR ONE SIMULATION

- Explore the sales, production and investment cycles of the business
- Establish participant roles and work through Year 1 activities and actions
- Complete the Year 1 financial statements

### 10:30 a.m. BREAK

### 10:45 a.m. YEAR 1 REFLECTION & CONNECTION

- Discuss the Bigger Bucks P&L, Balance Sheet and Performance Ratio results
- Connect the understanding of the results to the participants own organisation
- Overview the Cash Flow Statement

### 11:30 a.m. YEAR 2

- Decide on and implement Year 2 strategies
- Set up and complete the Year 2 activities and actions
- Complete the Year 2 financial statements, review and report results

### 12:30 p.m. LUNCH

### 1:15 p.m. YEAR 2 DEBRIEF & YEAR 3 ACTIONS

- Debrief the impact of the Year 2 strategy decisions on the overall results
- Set up and complete the Year 3 activities and actions, with new strategies
- Complete the Year 3 financial statements, review and report results

### 2:30 p.m. BREAK

### 2:45 p.m. SCENARIOS, IDEAS, CONNECTIONS

- Explore the calculated bottom line impacts of discounts, bad debts, expense and more
- Make connections to actions the participant will take back on the job
- Generate ideas to increase revenue, reduce costs or improve work practices

### 4:30 p.m. CLOSE