Creating business ownership

Client need

A global telecommunications organization was undergoing a strategic shift, one which required its sales executives to move from a strict focus on top-line revenue growth to a broader focus on full business ownership.

To achieve this goal, the organization partnered with BTS to design an engaging solution that would build leaders' understanding of key financial metrics and how they could impact these metrics.

The solution...

A three-day virtually facilitated workshop using Zoom classroom technology. The workshop was designed to help leaders:

1. Understand the importance of "quality sales" and how they impact key financial metrics
2. Inspire local sales teams to take ownership of national strategic priorities by executing them on the local level
3. Gain a deeper understanding of the costs associated with running the business
4. Adopt a data-driven approach to improve market execution and drive a better return on invested capital

How it works

- As teams, participants compete over three rounds, making investments and business decisions in the role of Regional President for a simulated telecom firm
- Teams react and adapt to marketplace events while considering the tradeoffs of various real-world scenarios
- After each round, facilitators integrate team decisions into a debrief designed to highlight key learning points

bts
Strategy made personal

Results

During the workshop, participants committed to specific actions they would take back to their day to day roles. The actions they committed to were built into each participant's real-world annual strategic plan.

"Impressive simulation overall with amazing life-like examples!"

"Simple enough yet realistically captures complexity with multiple products, multiple competitors, multiple technologies."

"This was much better than an in-person experience."

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