

## The Business Experience for Pharmaceutical Companies

Significantly improving commercial awareness, financial understanding and business acumen are the main achievements of The Business Experience.

**A fantastic experience: all our managers should undertake this training\***

We take groups of delegates and immerse them in a competitive market environment. They run competing pharmaceutical companies, making all the key decisions and then live with the consequences. Our highly experienced trainers interpret delegate performance, advise teams and reinforce best practice as well as your key business messages

**I finally understand all those reports that the finance team produce!\***

The benefits to the company are huge

- Increased profitability
- Understanding of financial information
- Better cash flow
- Staff committed to corporate goals
- Big picture understanding across the organisation
- Significantly improved decision making



*A pic of a small part of one of our games*

The Business Experience is experiential and suitable for all key learning styles: it has significant tactile, auditory and visual components ensuring that all delegates become actively engaged in the program right from the start

**The Business Experience has completely transformed the way I look at the company, my role and my contribution - thank you.\***

The Business Experience is always tailored to the experience and needs of the delegates and is suitable for a range of situations

- Finance for non-financial managers course
- Management development and talent management programs
- Sales academies, induction courses and career progression
- Introducing accounting and financial statements
- Delegate assessment and team-based working
- Improving general commercial and financial awareness
- Reinforcing the importance of all an organisation's functions



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The Business Experience incorporates your key course objectives and brings them to life

**\* Delegate quotes**



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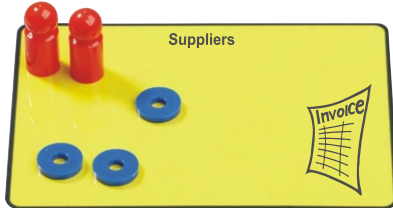
## Learning Outcomes

The learning outcomes are always tailored to your exact requirements, the following represent typical examples.

### Commercial Awareness

**“What a great way to learn”\***

With markets becoming ever more global and competitive it is essential that companies become outward looking and develop a focus on customers



*A pic of a small part of one of our games*

- Understanding market structures
- Competitive strategies from price to quality to marketing
- Market research: sources of information, costs and benefits
- Price based competition and the race to the bottom
- The importance of strategic planning and implementation
- Supplier decisions and management
- Market share; customer satisfaction; flexible operating...

### Financial Understanding

**“All our managers should do this training”\***

Performance is judged using accounting information, operations may be constrained by cash availability, capital expenditure is directed by financial criteria

- Operating statements, profits, margins, mark-ups and contribution
- The difference between cash flow and profit, the reasons and importance
- Understanding accounts and managing budgets
- The key drivers of profit and their relative importance
- How to make financial decisions
- In-house financial performance targets and metrics
- Stock; working capital; inflation; economic impacts....



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### Business Acumen

**“I’ve learnt so much - I can’t wait to go back to apply it”\***

Running a successful business depends on proper control of the key resources, directing staff time, innovating, planning and co-ordinating



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- Staff planning, training, development and outsourcing
- Developing and managing capacity
- Innovation, research and development
- Managing of stocks and work in progress
- Achieving performance targets
- Management of risk and trade-off with returns
- Motivation; incentive schemes; resource management...

The above is only a sample: with robust simulations and highly skilled designers we can incorporate a wide range of business messages.

### \* Delegate quotes

More examples at: [www.revelationtraining.co.uk/whatwedo](http://www.revelationtraining.co.uk/whatwedo)



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## Practical Issues

We work hard at ensuring the delivery is a complete success, ensuring that your experience is as good as that of the delegates.

We take pride in our focus on the customer and our open, friendly and professional approach.

### Trainers

**“The trainers were some of the best I have ever encountered”\***



*A pic of a small part of one of our games*

All our trainers have years of experience of delivering excellent learning experiences. They are mostly accountants with a flair for putting complex ideas into plain English (a rare combination) as well as many years in competitive environments ensuring that the course has a practical bias.

Your own trainers and presenters are very welcome to attend the course and add any personal experience to the proceedings

### Course Notes

We write bespoke course notes for every course. We cover issues relevant to the delegates and can include exercises to broaden and deepen their experience.

We can also review internal accounts and performance reports



*A pic of a small part of one of our games*

### Delegate Number And Rooms

**“A great team event with fantastic networking opportunities”\***



*A pic of a small part of one of our games*

We welcome any number of delegates and can design bespoke courses for any situation. Courses are normally for 8-24 delegates but we can work with any number. Duration is typically 1-3 days but other timings are also possible. Delegates are split into teams with tables being arranged cabaret style. No breakout rooms are required.

### Contact Us

For more information or an informal meeting to talk through the benefits of The Business Experience please contact us using any of the following methods. We promise a prompt, informative and friendly response.

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