

## The Business Experience for Insurance Businesses

Significantly improved 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 businesses, make key decisions and then live with the consequences. Our highly experienced trainers interpret delegate performance, advise teams, reinforce best practice and your key messages.

We have games/simulations suitable for insurers, brokers and a host of related businesses.

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

The benefits to the organisation are huge



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

- **Significantly improved profit and cash flow**
- **Commercial thinking throughout the organisation**
- **Focus on stakeholder requirements and company goals**
- **Understanding of financial information**
- **Significantly improved decision making**
- **Big picture understanding across the business**

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 business, my role and my contribution - thank you.”\***

The Business Experience is always tailored to the experience and needs of the delegates. It is suitable for a range of situations including mixed delegate groups.

- **Improving general commercial and financial awareness**
- **Management development and talent programs**
- **Sales academies, induction courses and career progression**
- **Introducing accounting and financial statements**
- **Delegate assessment and team-based working**
- **Finance for non-financial managers course**
- **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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Revelation Training Ltd, Suite 133, 19 Lever Street, Manchester M1 1AN Tel: 0161 762 0832 E-mail: [info@revelationtraining.co.uk](mailto:info@revelationtraining.co.uk) Company Number: 9530651 VAT: 292 8011 03

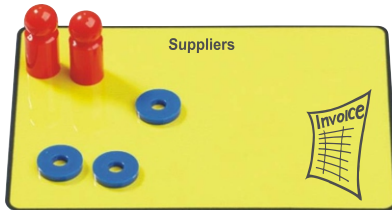
## Learning Outcomes

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 competitive it is essential that organisations become outward looking and develop a focus on customers



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

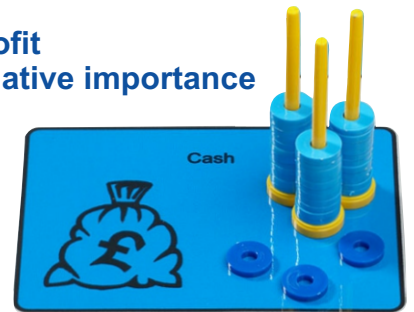
- **Understanding market structures**
- **Competitive strategies from price to quality to marketing**
- **Market research: sources of information, costs and benefits**
- **Price based competition and the race to the bottom**
- **Sales strategies, sales pitches and sales negotiations**
- **Supplier decisions and supplier management**
- **Market share; customer satisfaction; flexible operating...**

### Financial Understanding

**“I really benefited from the practical approach backed up with academic rigour”\***

Financial performance is an essential part of business success: managers need to be in a position to understand financial information and make excellent decisions

- **Understanding accounts, balance sheets and accounting profit**
- **The drivers of profit (price, market share, costs) and their relative importance**
- **The risk/return trade-off and risk management**
- **Key drivers of success (eg combined ratio, loss ratio, ROI)**
- **How to make financial decisions and manage budgets**
- **Business growth: methods, limits and costs**
- **Capital expenditure; inflation; economic impacts....**



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

### Business Acumen

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

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



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

- **Staff planning, training, development and outsourcing**
- **The roles of the key functions**
- **Innovation and business improvement**
- **Disasters and re-insurance**
- **Achieving performance targets**
- **Choosing product ranges and distribution channels**
- **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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## Course Delivery

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.

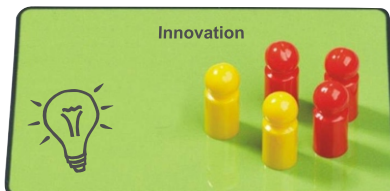


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We can also review internal accounts and performance reports.

### Delegate Numbers And Rooms

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



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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.

**Tel: +44 (0)161 762 0832**  
**info@revelationtraining.co.uk**

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