

OFFICE

STR. CALOIAN JUDETU, NR.3A,
SECTOR 3, BUCURESTI, COD 031111

PHONE

+4 021 326 81 70

FAX

+4 021 326 81 70

EMAIL

INTERACT@I-INTERACT.RO

WEB

WWW.I-INTERACT.EU

PROFESSIONAL SERVICES TODAY™



Overview of the course

Are you working for a services company?

Read the statements below and answer Yes or No if you have encountered the following situations:

- Our people are very intelligent but they do not think and act in the commercial manner that we need them to;
- Some decisions made in a certain area of our organization have unexpected consequences in a different area, where they could have been foreseen;
- We do not always understand the situation well from a commercial point of view. Either the clients expected a larger offer or we underestimate what the project implied. In any event, the client is not going to pay;
- We frequently send our employees to work in areas they do not totally understand;
- The business rhythm is not steady. The employees are either stressed due to the large workload, or they stare at each other and wait for the next contract to come along. None of the situations is uplifting for their mindset;
- We are often too busy to look for new clients or additional opportunities.

These are a few dilemmas that professional services companies are facing. They need that their key people create a high ethical standards environment, trust based relationships with their clients, impeccable reputation, prompt and professional service delivered to clients. All the while they will also need to keep their highly intelligent staff motivated, happy and well trained and use their potential to the maximum.

Besides maintaining this balance, the key players from professional services companies must manage significant risks and record profits.

The emphasis is rightly placed in these companies on creating, retaining and updating the professional competences. Yet, this approach will solve only a part of the problem presented above. What is missing then?

We believe it is very important for the **employees to understand:**

- Key factors in determining what negatively impacts the profit of your business as well as that of your clients';
- The impact a local decision has on the entire business;

- How you can strategically balance the sometimes conflicting commercial needs in the organization;
- What they can do differently in order to increase profitability;
- How they can transfer their knowledge in their day to day work.

What's in it for me and my organization?

Professional Services Today™ is a 3 day simulation especially designed for professional services companies where human resources are a key asset of the business. The business simulations help participants understand to a more profound level what leads to the success of their business and how they can contribute to that success. The 3rd day includes exercises customized to the business of the client that will apply the simulation examples to the case studies from their own business.

The simulation involves the participant teams that “manage their own business” while competing with the other teams. Each team manage the business following a realistic process that includes human resources management, time management, marketing decisions, planning and pricing, market strategies, debt collection and expense payment.

Learning outcomes

- Decision making and implementation as well as results evaluation within the overall context of the business from the perspective of functional interdependence, allocation of limited resources, competition activities and business performance;
- Understanding and emphasis on actions that return real added value and their impact on the deliverable;
- Understanding and emphasis on commercial activities of added value and their essential role in real added value activities;
- Understanding and avoidance of activities without added value;
- Balancing time spent on added value activities in order to optimize performance;
- Experience the impact of decisions on profitability within the organization

Course details

Minimum 16, maximum 20 participants in a group

Period: 3 days, from 9:00 to 17:00

Trainers: Stefan Palarie

AGENDA

The number of simulation cycles varies with course duration.

1 Year – First simulation cycle with trainer support

Each team independently manage business cycles and analyses the business situation using the real KPI's from their company.

Each team decide on their own strategy and go through the business simulation process

- Decisions about staff motivation
- Decisions related to market development and client portfolio
- Decisions related to staff promotion
- Market and client research
- Decisions related to the number of hours necessary for the existing or potential projects
- Planning time slots based on the targeted projects
- Decisions related to staff training and development
- Decisions related to staff recruitment

- Collect debtors
- Decisions related to sponsorships – CSR programs
- Initial offering, based on the targeted projects
- Decisions related to contractor / sub-contractor work
- Tender process
- Service delivery as per contracted project
- Cash creditors
- Decisions related to staff development
- Decisions about developing the expertise of project teams
- Pay expenses
- Show amortization
- Update loans
- Get feedback from clients about service quality
- Decide whether to award bonuses to the project team
- Complete accounts and pay tax
- Report results to top management

The participants go through each step of the business simulation and correlate their decisions with the key performance indicators from the current reality of their company

- Key performance indicators

Results of the first simulation cycle

Each team present their results (budget vs achieved) to the entire group and answer potential questions. The group represents the top management.

- Results and variance analysis
- Feedback and conclusion
- Plan the next simulation cycle

Transfer to reality – customized exercises introduced in stages during the simulations

- Budgeting
- Vertical and horizontal trend analysis
- Results variance analysis
- Cashflow analysis
- Costs behavior
- Working capital and stocks optimization
- Analysis of debtor collection rate
- Analysis of stocks rotation rate
- Analysis of profitability margin per industry/company
- Profit triangles and return on investment
- Shareholder value – RONA, ROCE, EVA
- Optional exercises depending on industry and requirements of the target group
- Report results to the top management

All concepts are gradually introduced during the simulation cycle and are correlated with the reality – big picture of the business, fixed and variable costs, financial indicators specific to the client organization against which the operational activity of managers from any level is measured.

The participants continue the simulation with the next cycles.



All teams go through the same business process as the one from Year 1, while designing their own strategies and making different decisions, without trainers' support.

Final results and celebration of team success

Representatives of each team present the team results to the top management from the KPI's perspective. The group decides on the best results and votes the winning team of the session.