



**SIMULATION STUDIOS**  
CREATE CHANGE.

Simulation Studios Free eBook Series

# Creating Energetic and Exciting Action Learning your CEO Will Love!



CEOs know training helps build value.  
It's now time to align training with strategy.

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## Start Here: What CEOs Love...

CEOs love solutions that add value to the enterprise.

### Increase Revenue

Increasing top line revenue:

Increasing top line revenue is important to demonstrate enterprise growth. Investors and employees want to invest in a company that is effectively growing. CEOs love training activities that help demonstrate how a specific behavior or activity increases revenue growth.

Example: Training effective sales behavior is an easy example of development that will increase revenue growth. But how about the idea of teaching innovation? This is another great way to grow.

### Save Costs

This is traditionally a no-brainer. Saving money helps preserve a profitable company. The trick is to save wisely. "Stepping over dollars to save pennies" is something CEOs need to watch for carefully.

Saving money strategically is more of an art than a skill. It's an art that comes with experience.

### Both

Of course, if increasing revenue and decreasing costs with one swipe of the pen can be achieved, this is optimal. You'll often hear CEOs say, "Doing more with less." Traditionally, this is what they're thinking, opportunities where revenue and saving can grow.



# How Can Training Add Corporate Value?

Employee development adds value when...

## Topics Align With Strategy

Training content should align with where the company is going, not where it is today. If employees are trained on today's company, the company will strategically move backwards over time. Think about the future goals.

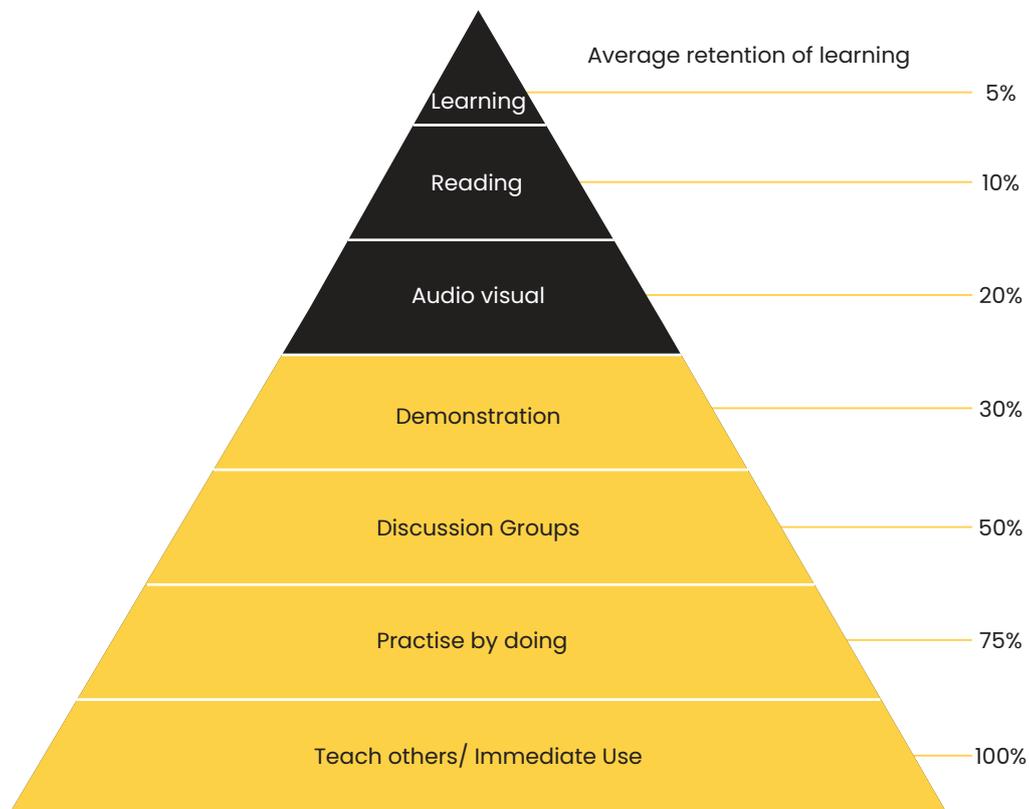
## Training Content is Retained

What good is training content unless it can be retained? In order for information to be retained, it must be played with, practiced, and naturalized. Otherwise, it's theory.

## Training Content is Applicable

Trainees always ask, "How does this help me?" Training content should show them why and how the content will help them in addition to the enterprise as a whole.

What type of learning produces the greatest effect?



Let's look at each topic more closely....



# Aligning Training With Corporate Strategy

Making training more strategic than ever.

## Business Acumen

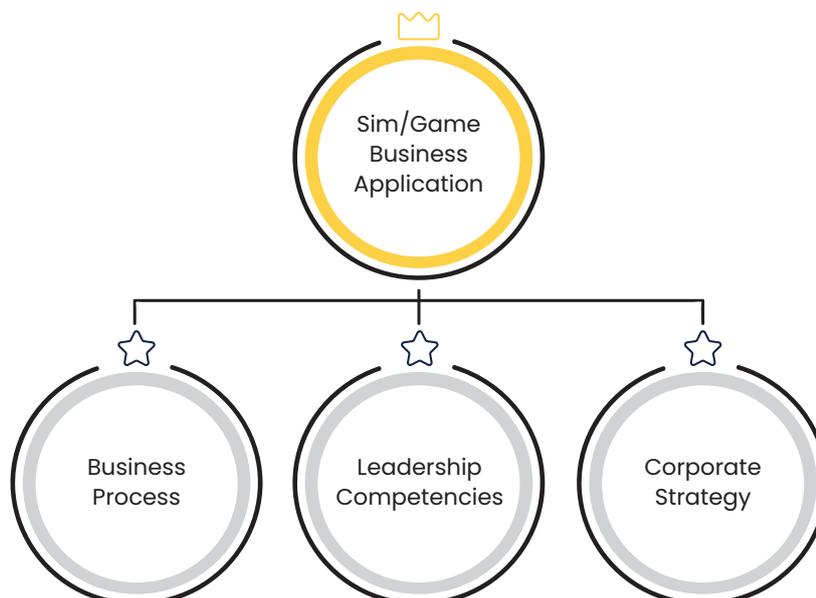
When managers better understand how an income statement works, they can make better decisions. Better yet, if managers understand how THEIR income statement works, they can make even better decisions. Understanding business fundamentals quickly aligns employees with the corporate strategy. Giving managers the opportunity to take action where they can see an immediate impact on the financials and business as a whole is fantastically valuable.

## Strategic Execution

Training become exceptionally valuable when it helps speed up the process of executing a corporate strategy. For example, if the strategy is to “grow revenue per customer by 8% while maintaining current cost structures,” training should align with this in order to speed up the process of getting there. All managers should think about how it helps the CEO execute his or her strategy.

## Leadership Development

Effective leadership is absolutely critical inside large enterprises. All manager training should assume it needs to expose managers to what makes an effective leader within the organization. Training should not only state the leadership expectations, but it should go further and demonstrate why it's important. In reality, it is best if the participants can emotionally experience why effective leadership is critical to the organization.



# How to Make Training Content Stick

The best way is to 'make it real'.

## Effective Ways To Increase Retention:

### 1. Teach Others:

It's time for you to get creative. Giving participants an opportunity to teach others works exceptionally well. How about the idea of introducing your training content and then having participants present for 5 minutes to the group on what they learned and how they'll use it. Very easy and effective!

### 2. Practice By Doing:

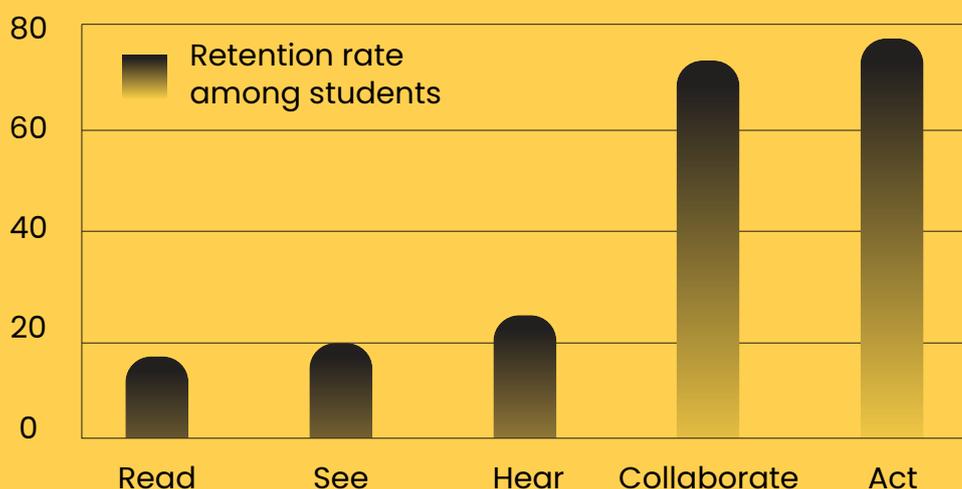
It's time to get the participants 'playing' with your training content. You can create exercises that enable the participants to practice working on real-world assignments that have causes and consequences. Letting the participants 'fail' at scenarios in a safe environment is a great way to encourage safe and effective practice. Just make sure it demonstrates an effect on the business and strategy.

### 3. Discuss the Content:

This one is easy. In general, giving plenty of time for managers to discuss what they are learning, its applicability to their work, and to the strategy is critical. Participants need time to think about and discuss the content.

### 4. Demonstrate It:

This can be a little trickier so its best to try and focus on the other two. Using your creativity, you can think of a way for participants to do a little 'show and tell' of what they've learned. Maybe a demonstration of how they are going to use it. Similar to teaching others, but with a slight twist.





## Making Training Applicable

If it matters to them, they'll listen.

Let's make it applicable:

### 1. Demonstrate the impact on the strategy

When participants 'play' with your training content (remember, they need to learn by doing!), they should see how each decision impacts the financials and corporate strategy. If participants can experience the impact of the business and strategy, it becomes very real.

### 2. Demonstrate relevancy to their job

How does this training content make them better at their jobs? When participants 'play' with your training content, they should see how their skill will make them better. Managers naturally want to do better and grow. Demonstrating (by practicing) how the skill accomplishes this is priceless. The training content quickly become relevant for them.

### 3. Demonstrate why it's applicable to both

Of course, we know that if managers are better at their jobs, this is important to the strategy. But you'd be surprised how managers live in a silo and aren't able to 'feel' how their role fits in and impacts the enterprise as a whole. When participants 'experience' how the training content impacts their jobs and the corporate strategy, employee value is immediately supercharged due to a clear understanding.



## How This All Gets Done

### Tips to implementing the suggestions...

#### The 3 Tips To Implement:

### 1. Create action learning where decisions have a measurable impact

After introducing participants to the training content, give them a chance to take action that has an impact. Increasing time spent doing performance reviews increases employee satisfaction, but also reduces the manager's time to focus on other things. Or how about increasing R&D increases costs, but also increases customer satisfaction scores. Just make sure they can play with your content and it will have an impact.

### 2. Let participants practice and fail

In general, as trainers, we are usually over-concerned with making sure the participants 'feel' good and are positively reinforced. But, you should also give them an opportunity to try, fail, and eventually prevail. This is the 'flow' of basic game theory and is the reason games are so addictive. Add some challenge to your action learning. Your CEO will love it.

### 3. Give participants a day in management's shoes:

Really want to make a CEO love your action learning? Give the participants a day in the CEO's shoes! The participants will be exposed to enterprise collaboration, business acumen, leadership, employee needs, customer needs, investor needs, time management, etc. The list really goes on and on. When managers see the enterprise from the perspective of the CEO, they understand the whole machine better. Integrate a little of the CEO's perspective into your action learning and it will be much appreciated.



## About Simulation Studios

We love business simulations and Gamification

### Contact us for More Information

Using Business Simulations and Gamification can achieve the following:

- Become more critical to the corporate strategy
- Create 'buzz' about your business alignment/training/leadership programs
- Demonstrate the importance of leadership behavior on the business
- Fundamentally challenge your employees like never before
- Continue to build the reputation of your organization as cuttingedge

The end result is rapid positive change, and a more engaged workforce. Best of all, Simulation Studios custom solutions are 100% licensefee-free and guaranteed to excite.



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