



is your global strategy in focus?

Announcing a hands-on global strategic management workshop designed to give your executives the competitive edge.

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Better decision-making leads

Improve your profits through a Global Strategic Management Workshop exclusively for executives

Today's competitive global environment demands that corporate executives understand and leverage the techniques of modern strategic decision-making. To improve your profits, you need to improve the quality of your management decisions.

Now there is a hands-on management workshop designed solely for corporate executives. This intensive workshop offers a firm foundation in global strategic planning and management principles, then gives your management team the opportunity to roll up their sleeves and compete in a Global Strategic Management Simulation.

How does the Global Strategic Management Simulation work?

After the workshop leader presents a methodology to identify the critical factors for an organization's global success or failure, participants are divided into teams of three to five executives. Each cross-functional team takes charge of the management of a virtual multinational company in a simulated industry.



The groups compete among themselves in a computer-simulated environment, where they make managerial decisions critical for the success of their organization. Companies have access to markets in the US, Canada, and countries in Latin America, Europe and Asia.

The Global Strategic Management Simulation allows for making decisions at different periods in time. As these decisions are processed, the corporate teams begin to differentiate themselves according to the strategies they have selected.

The simulation is dynamic; decisions for every period affect the industry structure. As the simulation teams compete, the results of their decisions are discussed, continuously identifying success strategies, mistakes made, as well as existing relationships and their potential results in the real world.

No computer knowledge is required to be a workshop participant; all computer processing is done by an assistant.

What do participants learn?

Through the Global Strategic Management Simulation, executives gain a better understanding of the relationships among the business decisions in a competitive and dynamic global environment. Participants have the opportunity to examine the consequences of their decisions and how they are affected by the nature of the worldwide market and demand variables.

What does the workshop cover?

- ▶ How to make effective strategic decisions
- ▶ Developing worldwide economic forecasts
- ▶ Addressing global environmental concerns
- ▶ Analyzing worldwide competition
- ▶ Defining global mission and philosophy
- ▶ Addressing short- and long-term global planning
- ▶ Analyzing worldwide product and market segments
- ▶ Determining international functional strategies
- ▶ Maximizing global resource allocation
- ▶ Making global marketing decisions
- ▶ Evaluating worldwide strategies
- ▶ Achieving results

to greater profits

This workshop will help you:

- ▶ Comprehend the importance of global strategic management and the need for executives to develop managerial decision-making skills and teamwork.
- ▶ Understand the complexities of running a multinational corporation and global strategy implementation.
- ▶ Learn how to anticipate changes in the global business environment and competitors' actions and use this ability to improve the quality of your management decisions, thus positioning your company for long-term growth.
- ▶ Explore the relationships among the managerial decisions in a multinational corporation.
- ▶ Understand the need for integration among the functional areas of the organization and analyze the potential consequences of decisions made.

Participants from every area of your organization will develop a shared cross-functional understanding of issues affecting technical and management personnel.

Choose a full-time or part-time format

The Global Strategic Management Workshop is available in two time modes: three to six, full-time, consecutive days or its part-time equivalent, for your scheduling convenience.

Groups of 16 to 32 individuals may participate in a single session. If you have more than 32 participants, we can conduct multiple sessions at your location.

The cost of the workshop is determined by the number of participants, the format you choose and the city where you wish to hold the session(s).

Two delivery modes

There are two recommended delivery modes. The first is conducting the entire simulation in a workshop mode. The second is a combination of workshop mode mixed with a distance education component.

1. Workshop mode (3-6 days)

In this mode, the instructor and the students work together and go through the entire simulation experience over a period of time. Three days are required to get the minimum learning benefits of the simulation. Five to six days are required to have a solid learning experience. This mode allows the instructor to be in touch with what is going on with the participants, to better know his students, anticipate problems, and provide better technical support to them. This knowledge may enable the instructor to better coach the teams and make sure that the individuals in each team are working well together. The real-time feedback may be also more motivating to participants. The disadvantage is that seminar participants may not have enough time to study and analyze their decision inputs and outputs, to prepare effective decision-making aids and to thoroughly discuss the simulation results and experiences.

Who should attend?

- ▶ Senior, middle and junior management involved in daily operations
- ▶ Selected staff being prepared for management responsibilities
- ▶ Technical personnel who need to understand the critical issues facing corporate management
- ▶ Representatives of your corporations' major labor groups

Involving representatives of all employee groups will help foster better communication and understanding among your corporate work force.

2. Mixed mode (3-4 months)

This mode combines a limited two face-to-face events with an adequate distance education experience in between. This mode has the advantage of having enough time to digest concepts and go through the simulation experience at a pace that maximizes effective learning. This mode involves three different phases:

Phase I: A classroom component where the instructor introduces the simulation, the key strategic management concepts and divides the participants into small teams. This phase includes lectures, classroom discussion, two practice simulation decisions, review of simulation information package, preparation of analytical tools and practice with the online tools (2-3 days).

Phase II: Seminar participants work in teams on their own time and submit their strategic decisions via Internet approximately once a week. The instructor processes their decisions and returns results to participants. Team members work together and submit assignments and questions to the instructor via online communication tools. The instructor provides feedback and assistance and facilitates online class discussion on business concepts and simulation results. Assignments to analyze industry structure and changes and simulation decisions results are given to seminar participants to develop analytical skills. Feedback is provided to enhance individual learning (8-12 weeks, 2-5 hours per week).

Phase III: The class reconvenes in a classroom to share experiences and establish conclusions and recommendations. There are Board presentations made by each team explaining their objectives, strategies, results, competitiveness, future strategies and analytical tools used to better analyze

competitors and understand industry trends. Also, discussions of final reports and simulation assignments take place followed by general conclusions, reflections and recommendations (2 days).

Who leads the workshop?



This unique global management workshop is led by Luis G. Flores, PhD, a university professor and strategic management consultant with extensive experience in working with Fortune 500 and smaller companies in the US, Europe and Latin America. He has a well-earned reputation for conducting dynamic, results-oriented workshops for executives.

Dr. Flores was an associate professor of management at Northern Illinois University in DeKalb, Illinois, USA for more than 30 years. He also served as director of international programs in strategic management.

His research focuses on strategic management and organizational learning in business, as well as their effect on productivity and profitability. Dr. Flores received his PhD in strategic management from Texas Tech University.

Contact

To inquire about a workshop for your management team, contact Prof. Luis Flores at 312-576-0142 or e-mail him at Lflores@niu.edu.