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Tangible benefits from business simulation schemes

COMPANIES should make their top-level staff go through business simulation programmes so that they can better understand how the companies work and improve their performance, says BTS Asia Pacific.

"Research shows that the more people understand the big picture of the company, the better it is. If people know about all parts of the business, they can become more innovative and work more effectively.

"They also learn better leadership," its managing director Kristian Borglin said.

The Swedish BTS group is the world's leader in providing customised business simulation.

The simulation method, a type of business game, is an efficient way for participants to learn how a company works, Borglin said.

It allows top-tier and high-potential employees to get a feel of running a company, playing the role of top management.

"In a business simulation, they have to learn all the components of running a business and they have to make many decisions, playing management.

"They learn about income statements, profit and loss, balance sheets, cashflows and how everything works together," Borglin told Business Times in Kuala Lumpur.

He was speaking on the sidelines of a simulation programme for 16 employees of Carlsberg.

The group was divided into five teams and tasked to run a brewery for three "years" in competition with the others during the three-day programme.

BTS had earlier done an in-depth study on Carlsberg so that all the company's issues, strategies and key performance indicators were built into the programme.

Based on the learning points from the programme, each participant had to develop an action plan, which could be implemented when the participant gets back to his actual job.

Borglin said the result of sending employees for business simulations is always "much higher" than the investment that goes into the programmes.

In Malaysia, BTS' other clients include Sime Darby and multinationals such as Coca Cola, Unilever and Procter & Gamble.

In Asia, there is strong interest for business simulation as the technology is not very well known. "We argue that this is a much more efficient and fun way to learn than to have a classroom training with a thousand Power-Point (presentations)," he added.



BORGLIN: The simulation method is an efficient way to learn how a company works.