



Unforgettable Business Learning



Why Experiential Learning?

According to a study of over 2600 professionals and students, an average of only 20% of the knowledge students acquire in the classroom can be skillfully applied¹.

One of the best ways to learn is to learn while you are living with the material. Learning by simulating "by trial and error" has great similarity with the real practice of business life. Experiences that can be costly in reality are presented in a simulated environment but learning without losing your sense of reality is an unforgettable and lasting experience for those who aim to become professional in academic institutions or in business life.

Why Risk Free Learning and Management Trainings with Simulations?

In a risk-free environment, attendees manage multi-million dollar companies faced with unexpected crisis scenarios and realistic ethical dilemmas.

Depending on the platform chosen, attendees can manage their risks in a local environment or expand to the globe (USA, Germany and China). Professionals find opportunities to test different strategies in a highly competitive virtual environment.

Decades of undergraduate, graduate and professional education has struggled to bridge the gap between theory and practice which takes very long. What we as Praxis Capsim have accomplished is to fill the gap itself instead of building a bridge resulting in unforgettable business learning.

¹ Baldwin, T. T., Pierce, J. R., Joines, R. C., & Farouk, S. (2011). The elusiveness of applied management knowledge: A critical challenge for management educators. *Academy of Management Learning & Education*, 10, 583-605.

Why Us?

Our educators are **seasoned professional practitioners** who have kept close ties with academia. We call ourselves facilitators because our role is to shine the light on whatever path each participant is embarking on. This role takes many years of experience in Management together with many hours of personal development. We subscribe mostly to the Mintzberg ³ approach whereby learning and practicing are **fused** so that executive development becomes fun, **because it becomes real**.



What Are the Outcomes?

As participants leave our programs, they feel equipped for whatever challenge business life throws at them. They have sufficient theoretical knowledge which they can enhance on their own. Knowledge crowned with an experience equivalent to many years of professional experience...

Learning Areas Targetted by *Capsim* Products

- Business Unit Integration
- Innovation and Technology
- Effective Business Management
- Information Based Decision Making
- Effective Communication
- Strategic Data Analysis and Strategy Formation
- Critical Thinking Skills
- Quantitative Learning Skills
- Use of Enterprise Decision Support and Productivity Tools

³Henry Mintzberg, Cleghorn Professor of Management Studies at the Desautels Faculty of Management of McGill University in Montreal, Quebec, Canada



For Whom?

- Executives
- Senior Managers
- Directors
- Unit Managers
- Coordinators
- Project Managers
- Talent Pool
- Future Leaders
- Specialists
- Long Term Interns
- Time Constrained Professionals (e.g. sales, operation teams)
- Students

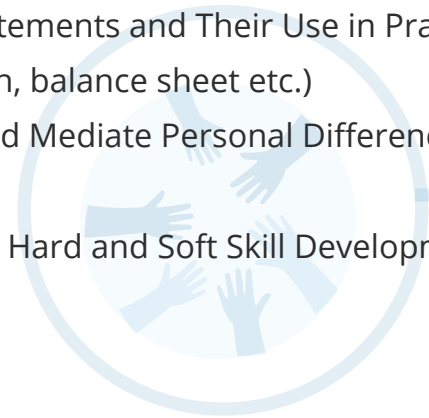
- The categories above are merely indicative. Our programs cater to a diverse base of students, professionals, consultants. Capsim platforms' flexibility coupled with our facilitation expertise makes this possible. Especially in our tailor made programs, our customers prefer such variety in each team. This makes the experience even more realistic.

For Which Development Area?

- Strategy Development
- Strategy Deployment
- Innovation/Industrialization
- *Crises Management under Competitive Pressure*
- Managing a company with all of its functions
- Managing Growth
- Turnaround Management
- Provide Insight and Ideas
- Develop, Implement and Operate Business Strategy
- Improve Team Dynamics
- Understand Effects of Different Business Units on each other
- Internalize the requirements of managing a company.
- Grasping the main critical success factors
- Understanding team dynamics

Learning Outcomes with **Capsim** Simulations

- Develop strategy in a fast growing market and embrace the outcome
- Strategic decisions for 8 consecutive years
- Realistic Ethical and Crisis Scenarios
- Profit and Loss Management
- Business Management at top Executive Level
- Hands-on Involvement in Strategy Process
- In-depth Data Analysis and Information Processing Toward Big Picture Decisions
- Sales Forecasting Skills and Methodology
- Managing Hard and Soft Resources for a Balanced Scorecard
- Operational Decision Making and Execution within Corporate Strategy
- Team Dynamics Assessment and Team/Individual Development Plans
- Internalize How Operations and Marketing Impact Financial Performance
- Understand Financial Statements and Their Use in Practice (income, cash, balance sheet etc.)
- Observe and Mediate Personal Differences in Team Work
- Concurrent Hard and Soft Skill Development

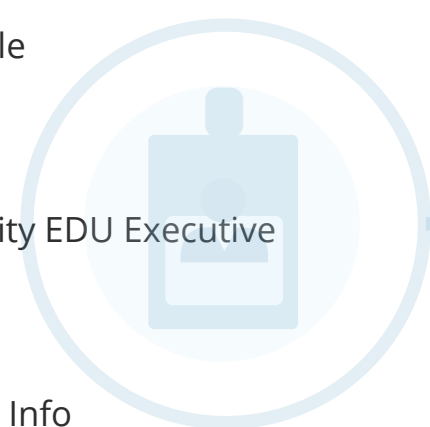


Some Highlighted References

Aksa Acrylic
 Borusan Holding
 Brisa / Bridgestone
 Coca Cola - CCI
 Dogus Holding (Audi, WV, Skoda)
 Eczacibasi Holding (VitrA)
 eon- EnerjiSA
 Fiba Holding (Marks & Spencer, GAP, Banana Republic)
 Garanti Bank - BBVA
 Groupe Lactalis
 Hexagon Studio
 Hugo Boss



Janssen
 Kibar Holding (Hyundai, Assan)
 Novartis
 Merck GmbH
 Roche
 Perfetti Van Melle
 PwC
 Sabanci Holding
 Sabanci University EDU Executive Development
 Siemens
 Turkcell - Global Info
 Unilever



Platforms

CAPSTONE® Advanced Business Strategy

Advanced International Business Strategy

GLOBALDNA 

FOUNDATION® Fundamentals of Business Strategy

International Business Strategy

CAPSIMGlobal 

CAPSIMCore™ Introduction to Business

Assessments

TEAMMATE®  Team Dynamics Assessment

Individual Assessment

COMP-XM®

CAPSIMInbox  Team Soft-Skill assessment

360 degree Individual Assessment

CAPSIM 

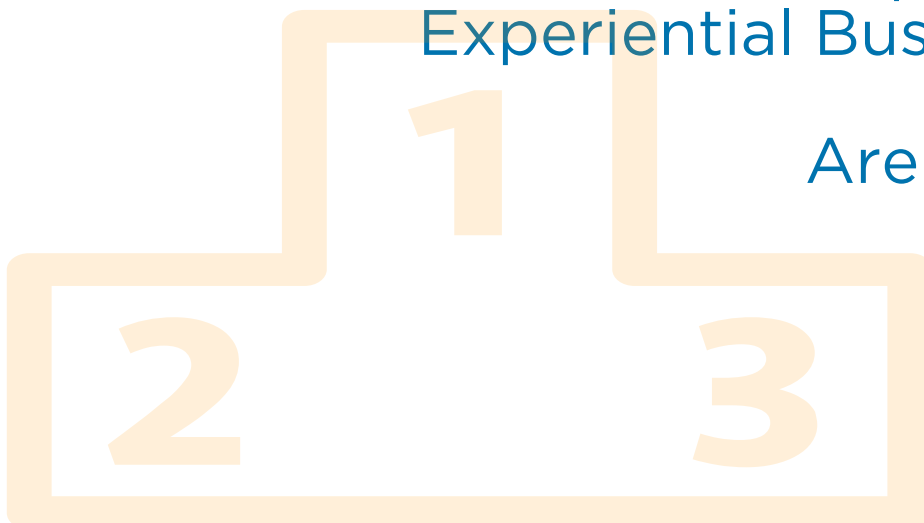


"The experiential methodology is not linear, cyclical, or even patterned. It is a series of working principles, all of which are equally important or must be present to varying degrees at some time during experiential learning ²"



We challenge you to become
the new phenomenon in
Experiential Business Learning.

Are you up for it ?



²Chapman, S., McPhee, P., & Proudman, B. (1995). What is Experiential Education?. In Warren, K. (Ed.), The Theory of Experiential Education (pp. 232-248). Dubuque: Kendall/Hunt Publishing Company.