

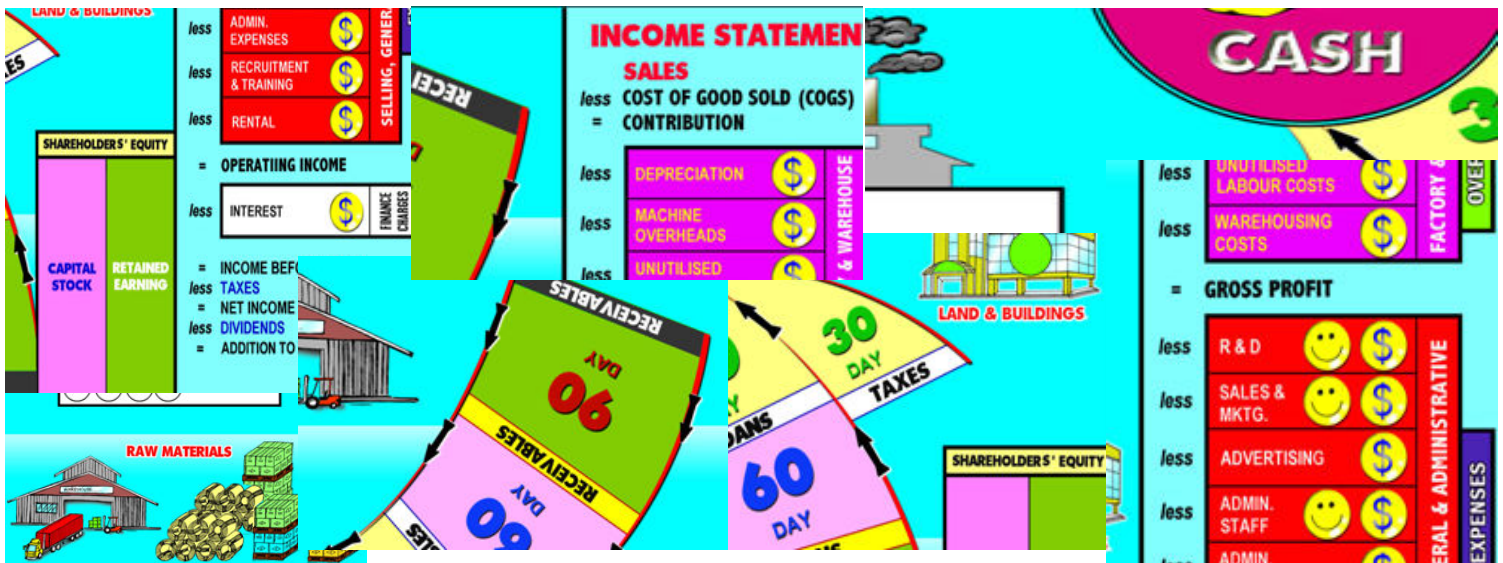
# COMPETITIVE BUSINESS SKILLS

## Strategic Business Skills Simulation for Oil & Gas Professionals

Leader Facilitator:

**Victor Foo**

Former General Manager for Leadership & Management Development, Shell Asia-Pacific



### About the business simulation course

The Oil & Gas business is getting more competitive and challenging each year. Oil & Gas specialists are increasingly called upon to be competent "business managers" empowered with vision, focus and operational know-how.

This is an engaging 2- day business simulation programme that provides hands-on experience in Executive Decision Making. It helps employees understand how and why business decisions are made. Formatted as a board game, it gives learners the responsibility for operating a business. They wrestle with managing overheads, operating costs, bidding on contracts, investing capital and allocating resources. As a business team, they have to make quick, accurate decisions in the best interest of their company & shareholders in a competitive environment. This simulation course helps shift the paradigm of employees to become business owners effectively.

By using a powerful business board simulation as a supplementary learning technology, participants learn, by experience, the difficulties and intricacies in managing a business unit or function in increasingly competitive markets. This is complimented by reality sharing with company business managers.

#### This powerful business simulation course enables learners to:

- Identify the market forces in various operating environments and how they can affect businesses including their own company.
- Acquire a working knowledge of the major functions and awareness of the driving force of a business enterprise in order to make better decisions in a competitive environment.
- Apply multi-level thinking, especially strategic and scenario thinking in exploiting business opportunities.
- Understand and explain the nature and relationships of sales, costs, revenue, margins and assets in managing a business.
- Learn how to work in a business team, making decisions for both short and long term.
- Present a well-thought-out Industry Case Response and be able to defend their ideas and analysis.

#### Simulation overview

The colourful board and game pieces clearly show how each company is doing at all times. After the initial walk through of a month's operation, participants dig-in and run their own companies through 4 or more successive months. At the simulation's conclusion, each team reveals and reports on its company's performance and lessons learned, including relevance to reality in their companies.

#### Competencies developed:

- ❖ **Strategic Thinking**, especially understanding and dovetailing production, marketing, finance, human resource with business management techniques including opportunity and investment analysis
- ❖ **Financial Sense**, especially cashflow management and accounting techniques and, if required, other more sophisticated financial measures/yardsticks of performance
- ❖ **Working effectively in Teams**, in solving problems, making decisions and negotiating with adversaries in a competitive market
- ❖ **Ability to Learn from experience**, experiential learning

#### This simulation program is designed for:



All mid-level executives and junior-mid managers. Participants can be from various business functions, including engineering, geosciences, supply-chain, finance and human resource.

Preferred but not essential, participants should have had attended a basic Finance Course prior to this training course

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### Programme content in summary

- ❖ Think strategy, scanning the environment to describe possible scenarios and developing business opportunities with limited resources.
- ❖ Understand the relationships between business development, sales, costs, revenues, profit margins and asset management.
- ❖ Learn and use analytical tools for strategic planning (Industry Case Response) (if its 3 day workshop)
- ❖ Managing a company successfully in a competitive environment. Decision-making and strategy formulation as a management team (Competitive Business Board Simulation)
- ❖ Writing a brief shareholders' report, presenting it convincingly and handling a Q & A session (if its 3 day workshop)
- ❖ Develop a business acumen and commercial mindset with ideas for improvement

### Programme Methodology

The Workshop will provide ample opportunities for learners to learn by **"doing"** (Business Simulations) and by being **challenged** (Presentations, Case) and by **listening and sharing** (lectures, discussions, videos). Learners can expect to work individually; discuss, strategise & present in groups and challenge/be challenged by other groups. Learners are expected to reflect on and identify opportunities within their business units where improvements can be made.

### About your Lead Facilitator : Victor Foo

Victor Foo, formerly Shell Asia-Pacific General Manager for Leadership & Management Development is currently a consultant & trainer to various multinational and national companies. He specialises in talent development and business strategy for which he developed this fast-paced action-learning board simulation to quickly enhance the business thinking skills of participants in a realistic and competitive environment.

He has always received excellent reviews by participants and companies as they learn about the obvious and not-so-obvious systemic linkages and consequences of interconnected business decisions. Participants will, invariably, be highly energised and 'compelled' to think (and act) strategically to succeed in this simulation. The debrief after the simulation is equally important as it emphasises the relevance of lessons learned to the realities in the actual operating environment of their companies.

### Hear what other's have said about this business simulation course

- 'Now I understand how finance works...in the business'
- 'Working and making decisions together as a business team really gives me an insight into how top managers need to think and act'
- 'Marketing, Sales, Production, HR, Investments, Govn legislation/intervention and most of all, Finance....all experienced in 2 days...terrific fast-paced learning...sometimes 'painful' but fun!
- 'Fun, Exciting, Fast-paced learning in competitive markets, idea-generation...all kept our team wide awake and energised'
- 'As many executives and managers as possible should attend this CBS...they won't regret it'

### Previous participating companies include:

UEM, Tenaga Nasional, MISC, Shell, BASF, Murphy Oil Sarawak and many others.

**Learn more about our Strategic Learning Solutions for Oil & Gas**  
**Call +65 67419927 or email [info@asiaedge.net](mailto:info@asiaedge.net)**  
**[www.petroedgeasia.net](http://www.petroedgeasia.net)**

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### 2- Day Programme in Detail

#### DAY 1: "Understanding the Business Environment and developing business-thinking skills"

TIME	EVENT	PROCESS / RATIONALE
9.00 am – 9.30 am	<ul style="list-style-type: none"> <li>❖ Welcome &amp; Opening</li> <li>❖ Programme Expectations</li> <li>❖ Workshop Design</li> </ul>	<ul style="list-style-type: none"> <li>◆ Senior Manager (Opens Workshop) Participants &amp; Resources</li> <li>◆ Objectives, Outcomes, Helpful Behaviours</li> </ul>
9.30 am - 10.30 am	<b>THE BUSINESS ENVIRONMENT</b> <ul style="list-style-type: none"> <li>❖ Trends and Changes</li> <li>❖ Impact and Response</li> <li>❖ Video: 'World Class Companies'</li> </ul>	<ul style="list-style-type: none"> <li>◆ Input for Group Discussion</li> <li>◆ Implications and Impact on company – response?</li> <li>◆ About the requirements that make companies world class!</li> </ul>
10.30 am - 10.45 am	<b>COFFEE BREAK</b>	
10.45 am - 12.30 pm	<b>BUSINESS STRATEGY</b> <ul style="list-style-type: none"> <li>❖ Driving Forces of Business, Sandboxes and Strategic Fit</li> <li>❖ Tools: SWOT, BCG Matrix, Ansoff, Porter, etc.</li> <li>❖ Ideas for Success: 'Blue Oceans' 'Coopetition' 'Logistic Linkages', etc.</li> <li>❖ Why Companies succeed/fail?</li> </ul>	<ul style="list-style-type: none"> <li>◆ Input for discussion, Examples from other industries, incl. Co XXX</li> <li>◆ Application to Co XXX</li> <li>◆ "Customers, Competitors, Costs, Cash, Commitment, Contributions..."</li> <li>◆ Success Strategies / Lessons from Failure</li> </ul>
12.30 pm - 1.45 pm	<b>LUNCH</b>	
1.45 pm - 3.00 pm	<b>INDUSTRY CASE STUDY :</b> "In-House Case" - by Senior Manager	<ul style="list-style-type: none"> <li>◆ Individually read, then Group Discussion &amp; presentation</li> <li>◆ Challenge process</li> <li>◆ Application to Company XXX</li> </ul>
3.00 pm - 3.15 pm	<b>COFFEE BREAK</b>	
3.15 pm – 5.30pm	<b>BUSINESS SIMULATION</b> "Making Sense of Business"  (Trial Round)	Briefing on Objectives, Ground Rules & Trial Rounds. Learning about : <ul style="list-style-type: none"> <li>◆ Financial Analysis</li> <li>◆ Cash Flow</li> <li>◆ Market Analysis</li> </ul>
5.30pm	Close of Day 1	Groups to "strategise" for next day

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### DAY 2: "Applying Business-thinking skills in a Competitive Environment"

TIME	EVENT	PROCESS/APPROACH
9.00 - 9.15 am	<b>REVIEW DAY 1:</b> Learnings from Day 1 - "What made sense to me?"	♦ <i>Participants</i>
9.15 - 10.15 am	<b>Business Simulation</b> - Continued - Round 1	♦ <i>Cost of doing business</i> ♦ <i>Countering Competition</i> ♦ <i>Pricing Strategy</i>
10.15 - 10.30 am	<b>COFFEE BREAK</b>	
10.30 am – 12.30 pm	<b>Business Simulation</b> - Continued - Round 2	♦ <i>Production Strategy</i> ♦ <i>Quality improvement</i> ♦ <i>Expenses &amp; 'Hidden' Costs</i>
12.30 - 1.45 pm	<b>LUNCH</b>	
1.45 pm - 3.15 pm	<b>Business Simulation</b> - Continued - Short Inputs: Working Capital, Cashflow, Assets & Liabilities, etc. - Round 3	♦ <i>Investment Funding</i> ♦ <i>Team Dynamics</i>
3.15 - 3.30 pm	<b>COFFEE BREAK</b>	
3.30 pm - 4.30 pm	<b>Business Simulation – Continued</b> - Round 4	
4.30 pm - 5.30pm	♦ <b>Debrief</b> : Company Report to Shareholders ♦ Implications for Own Company / Business ♦ "What did I learn?" ♦ Feedback & Evaluation ♦ Close of training	♦ <i>What went right / what went wrong</i> ♦ <i>Sharing Insights</i> ♦ <i>Relevance</i> ♦ <i>Thinking differently from now, Acting with resolve</i>

To learn more about this business simulation training course, please contact:

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