



PRAXI PLAY ON!®

The Business Development Game



The game that maximises the learning experience by stimulating players to create a business plan in an active learning environment.

Modern organizations expect their employees to be entrepreneurial, creative and open to business opportunities. It is within this context that Praxi has developed a business game that combines and improves all the key elements of gaming (challenges, points, recognition and awards) and that offers players a chance to gradually design a commercial development plan through direct control of the principal management activities and tools affecting global business today, such as analysis, finance and marketing.

By putting the gaming model to constructive use, Praxi can offer your organisation a chance to apply the benefits of one of the world's most effective and influential communication and learning methods. Praxi Play On!® will accelerate your training programme and improve your business performance.

PRAXI SALES and MARKETING is the BU within Praxi that unites over 45 years of consulting experience and modern marketing and sales development techniques to provide clients with tailor-made solutions and assistance to help improve their strategies, innovate and grow their business.

PS&M works very closely with its partner company **Consalia**, with offices in London and Singapore, and **The Summit Group** based in Minneapolis, to boost the performance of large international sales forces and help its clients take full advantage of opportunities, wherever they arise.

www.praxi.com/salesandmarketing

Key Contact:

Paola Besusso
T +39 0116560 - M +39 338 6059547
paola.besusso@praxi.com



Learning Objectives

By learning and applying correctly the following management tools, activities and approaches, participants will develop their strategic thinking skills:

- Market analysis
- Client- and results-orientation
- Decision-making in risky and uncertain conditions
- Critical and analytical thinking
- Strategic thinking
- Accounting, financial and economic analysis
- Understanding of company operations and the interworking between them
- Sales management
- Marketing planning and operations
- Development of soft-skills
- Team work.

The Training Method

Praxi Play On!® is a web-based interactive game in which the participants, with the guidance of a Praxi trainer, work in competing groups applying marketing, commercial and management decisions. Each group represents an organization operating within one chosen industry.

Thanks to cognitive (learning by thinking), and experiential (learning through experience) teaching methods, players will reach their learning objectives quickly and effectively. During the sessions the coach will provide numerous tips and discussion points. This combined approach makes the concepts easier to understand, remember and, most importantly, apply as soon as employees return to their working environment.

The Game

Praxi Play On!® is a web-based business game that provides all the necessary tools that participants need to create a business development plan.

Divided into groups, each one representing a company and vying with each other for success, players are expected to make and apply strategic and operational decisions in a simulated competitive market.

Teams start by analysing the situation as presented, studying the overall market, company data, sales and customer satisfactions reports. Using this data, groups will decide how best to act in setting company goals, determining the product-segment matrix and distribution channels, managing sales teams and identifying suitable marketing activity in line with their chosen strategy.

These key decisions and activities take place progressively and in phases with points being generated during each stage of the game. The points-system takes into account the quality of the decisions taken by the groups as the game progresses and are awarded based upon a number of "best-practice" indicators which are built into the programme itself.

Each phase of the game finishes with a review of progress to date. The decisions taken during the various phases have a direct impact on the financial results and general performance of the business as expressed through market share, clients won or lost, profitability and so on. Players can also decide how to allocate their budgets.

The groups are therefore challenged to decide the best strategy, implement it and beat the other teams by achieving their targets.

There will only be one winner at the end of the game: the team with the best performance in terms of turnover, margin and market share.

Customizable Game Elements

In order to optimise learning effectiveness Clients can choose to vary the following features:

- Type of learning pathway (General Management; Marketing Management; Sales Management; Financial Management)
- Geographic area (Italy; Europe; Global)
- Sector or industry*
- Market size and value
- Relevant financial ratios
- Initial organizational structure
- Depth and detail of marketing analysis
- Critical success factors
- Learning difficulty level (low; medium; high)
- Business objectives
- Sales team structure
- Marketing mix variables
- Price elasticity
- Discount-policy ramifications
- Reference KPIs
- Theoretical discussion points.

Results

Praxi Play On!® has been designed around a unified platform that integrates analytical, strategic and operational tools allowing players not only to improve their competencies but also to shift their mind-set, preconceptions and way of working. This results in better business every day for your company.

(*) Teaching experience and research shows us that when the game is set in industries different from their normal working context, participants gain significantly by being stimulated to think out of the box, inventing and applying fresh and creative business ideas.