



Press Time®

An Experience in Strategy and Business Acumen

How do Fortune 100 Executives Make Effective Decisions?



DAVID BALDWIN



Why Simulations



- Tackle real issues in safe environment with no consequences to actual job/work
- See how you typically approach/react to change, teamwork, communication, etc.
- Setting is very different to real life, but issues are the same
- Tangible “a-ha” moments that stay with you well past the event
- Address several issues at the same time (teamwork, change, decision making, etc.)
- Fun and enjoyable!

Press Time



Immerses a team of leaders into the challenge of operating a business threatened with loss of market share due to competitor innovations and changing technology.

Time – 1.5 Days

Administration – paper & online component

Audience – 6-8 participants on one team (for mid-senior level leaders), can have more teams with additional facilitators

Packaging – Team Supply Kit for 6-8 people

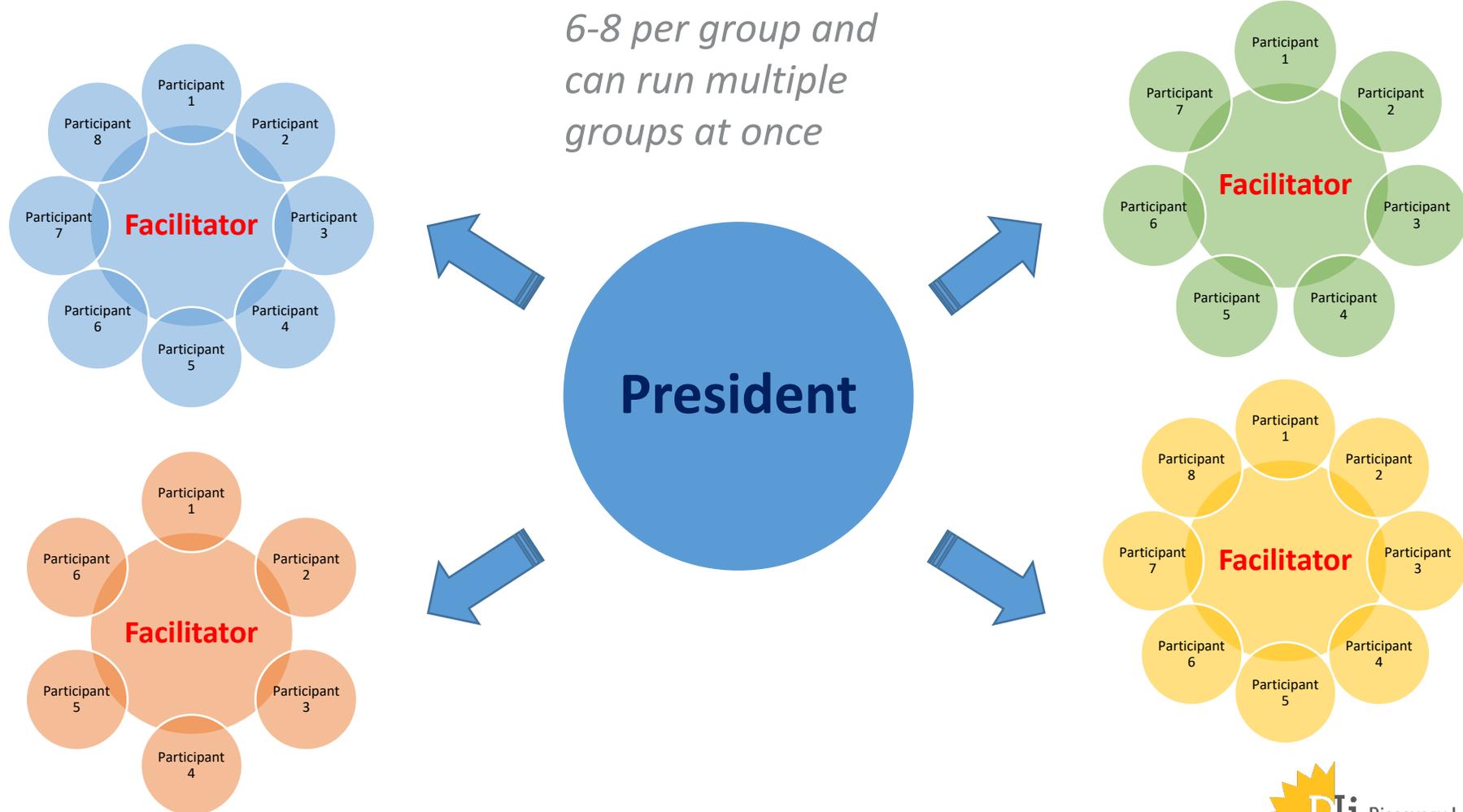
Press Time: Key Factors

- Team based
- Global
- Problem-Solving
- Cross-functional
- Computer driven
- Proven success
- Real business issues
- Organizational norms & values
- Metric driven
- Decision driven results
- Crisis oriented

Outcomes



Team Structure



Technology Interface

PressTime

Week 1 of 1

Logout

Experiment Staffing Competitor Report Internal Status Report Communications Go to Market

Team 1

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 2

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 3

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 4

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 5

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 6

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 7

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Team 8

0 Senior Scientist
0 Scientist
0 Junior Scientist

Product A
 Product B

--Characteristic--

Reset

Beginning of Week 1

Ready

Experiment

Skip

Next >

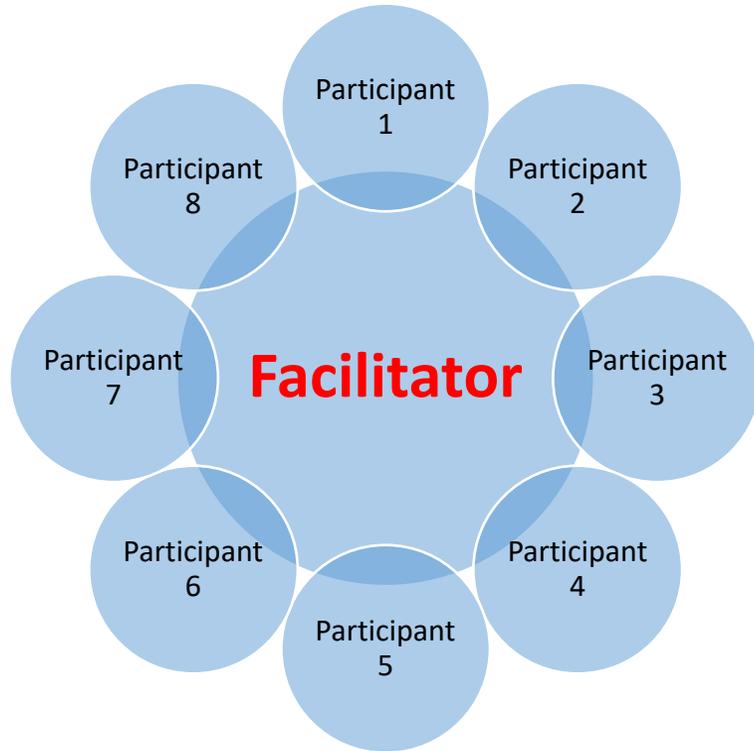
Experiment Staff

	Avail	Assign
Senior Scientists	3	0
Scientists	6	0
Junior Scientists	10	0

Rename Products

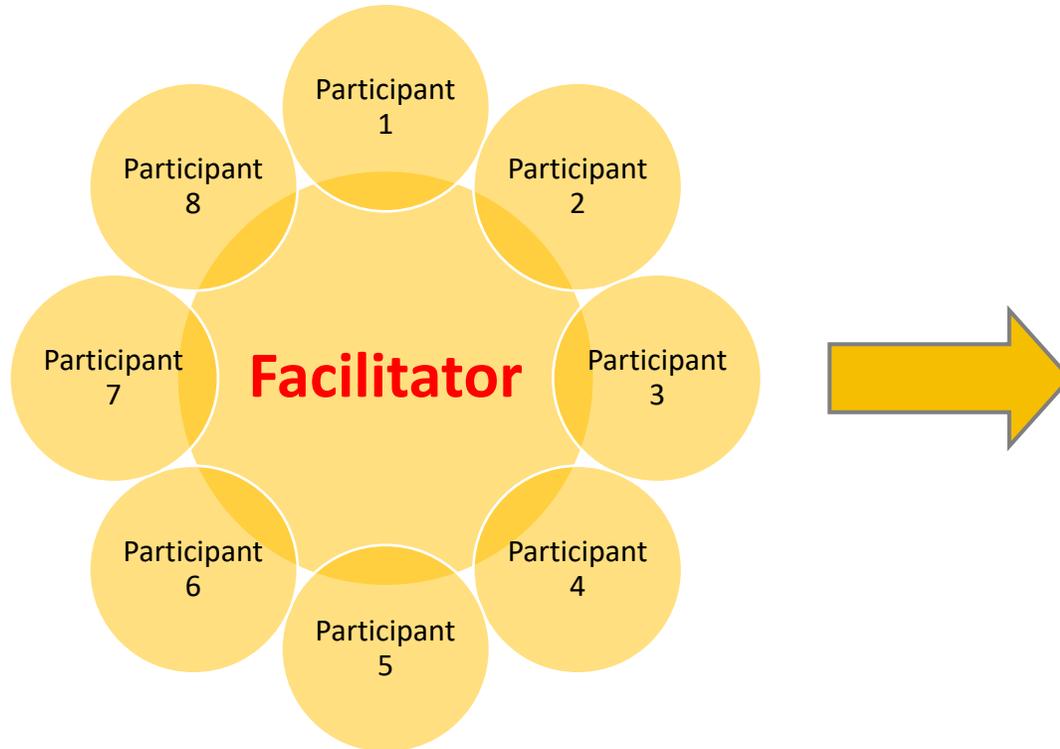
Experiments Cost: \$5,000.00 Current Cash: \$3,250,000.00 Hiring: Available Test 1

Team's Assigned Goals



- Bring viable next generation product to market
- Product utilizes new C-T-P (computer-to-plate) technology which is critical to future of PressTime and the industry
- Leap frog the competition
- Meet profitability & market share targets
- Build upon research conducted over the past year (products A and B)
- Limited time to review, select, develop, and bring product to market (24 weeks/17 weeks)

Impact on Team Dynamics



- Role Interest/Concerns
- Personal Preferences
- Information
- Organizational Culture
- Business Perspective
- Pressure

Realistic Business Issues

Strongest Degree

- Risk management
- Customer/Market
- Internal/Cost management
- Time constraints
- Decision making
- Strategy
- Execution
- Insufficient resources

Stronger Degree

- Tracking data/trends
- Forecasting
- Sensitivity analysis
- Tracking competition
- Cross-functional boundaries
- Regulatory (Governmental)
- Morale/Commitment
- Risk Assessment

Strong Degree

- Workforce planning
- Environment impact

Critical Decision: A or B

Product A
appears to be safer
and more secure

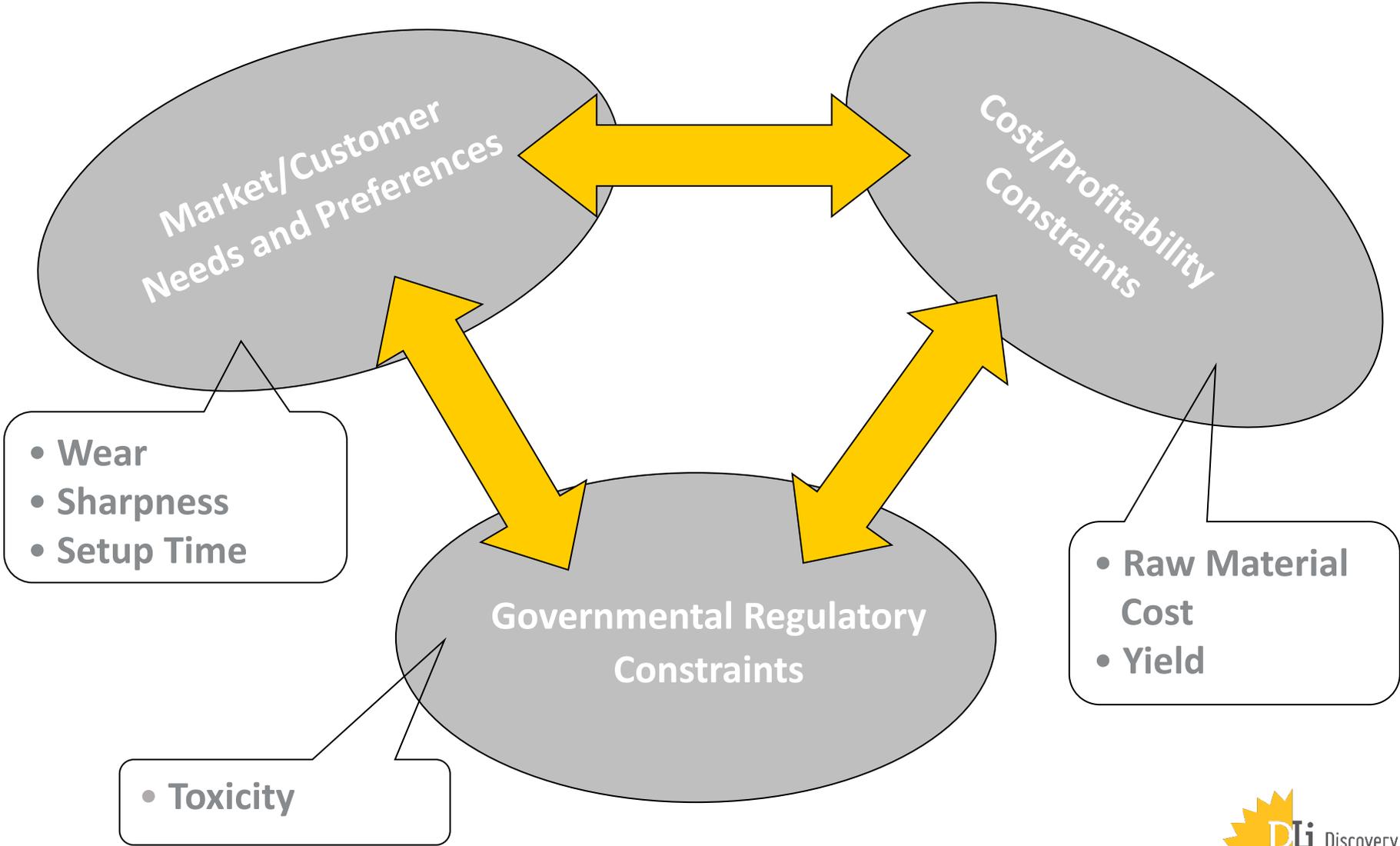
vs.

Product B
appears to be high
potential but risky



Choose A or B by week 4
Is there a right or wrong answer?
Is this a test of analytical ability?

Competitive Tensions



General Simulation Timeline

Prep Time

- 1 ½ - 3 hrs. – Pre-work & reading
- ¾ - 1 hour – Role training & President mandate

Work Time

- 1 hour – Strategic Planning
- 6 hours – Product analysis and development

Debrief Time

- 30 - 45 min. – Large group debrief
- 4 hours – Small group debrief

Total time 14 – 16 hours (includes breaks and working lunch)

Debrief – The A-Ha! Moments

Initial Debrief

- End of Day One
- 30 – 45 minutes
- Surface Stuff
 - *“How did we do?”*
 - *“Compared to the norm...?”*

Intensive Debrief

- Following morning
- 4 hours
- Deeper Dive includes reflection and feedback

Debrief – Day 2



Planning & Strategy



- How well did we develop a plan that aligns with the organization's strategic business needs?
- How well did we create a plan that integrates needs across lines of business and functions?
- How well did we balance the needs from different perspectives for the success of the organization?

Implementation & Follow Through

Implementation / Follow Through

40mins

- How well did we deliver on the strategy?
- How well did we identify decision making processes that facilitate execution and improve commitment?
- How did we integrate business needs that span the organization?
- How can individual passion contribute to and impede effective execution?
- How well did we use competitive analysis?
- How well did we track data and trends and adjust strategy accordingly?

Team Dynamics

Team Dynamics

40mins

- What is required to lead a high performing team?
- What does it mean to be a constructive contributor to a high performing team?
- What dynamics contribute to team conflict?
- How can conflict within the team be management constructively?
- How do effective teams make decisions?
- What are the communication strategies for effective teams?
- Did we display courage as a team?
- How did we influence each other?

Group Feedback

This is where an individual will ask for feedback on an area for development (tie in assessment results):

- Peer + Facilitator
- Practice asking for feedback and guidance
- Practice delivering effective feedback
- Understand the impact of competency-based actions
- Validation, clarification and integration of feedback received prior to PressTime
- Practice open, honest and supportive communication



**Individual, Peer &
Facilitator Feedback**

2 hours

From the Field

“...On the one hand it was fun, and I had this experience of, people were playful and it wasn’t that serious. But it was interesting, as the pressure and the time pressure started becoming more realistic that we needed to produce...

...So, the polarity between taking a leadership role and being detail-orientated, and on the other hand, remaining a sort of a collegial, friendly, type of role...

...The production needed to happen, and I mean, in the roleplay there is the client coming to you and saying, “I wonder whether you’re going to make this. And then having a sense that some of the people were actually not taking that seriously...”



Dr. Jopie de Beer
Managing Director
JVR Psychometrics
South Africa

An International Simulation

George Quek

Principal Consultant & Owner
Distinctions Asia
Hong Kong | Singapore

Leads a group of International
MHS Partners in one of several
Business Simulations available
through MHS

Dublin, Ireland | April , 2017

