

## IMPROVE THE LEVEL OF YOUR GAME...

To succeed today, you must continuously find ways to

- ✓ *make better decisions*
- ✓ *execute more effectively*
- ✓ *rise above your own silo*
- ✓ *view the business as if it were your own*

# interplay™

*“Interplay was intense. We gained a high level of appreciation for the responsibilities of our executives.”*

— Sales Manager

Organizations such as **Microsoft, VeriSign, Freddie Mac, The Gap, UBS, and Linksys** have used Interplay to develop C-Level perspectives and skills that directly support strategic business objectives.

Interplay applications include:

- developing leadership capabilities of high-potential managers
- creating linkages and consistency in merger or acquisition situations
- developing common language and shared objectives between managers and their channel suppliers
- aligning strategic planning (either in-house or during offsite meetings)
- improving team collaboration
- breaking down internal silos

*“There are no answers... only decisions.”*

*“We were able to **customize the simulation***

*so it addressed many of our key challenges... it helped us explore the consequences of different choices and develop better decision skills for the future.”*

—Division EVP

Profit and Loss Statement

Cash Flow Statement

*Interplay has been called “a mini-MBA” for good reason: it builds a broad understanding of the critical factors that influence business results.*

Company Scoreboard

Company Name	Period 1	Period 2	Period 3	Period 4
Revenue	27	43	47	
Profit	3	3	6	
Assets	28	34	37	
Equity	17	13	15	
Debt	5	7	9	
Market Cap	17	11	14	
Share Price	17	31	38	
ROI	48	63	80	
Market Share	11.1%	6.9%	12.7%	
Customer Satisfaction	6.2/10	4.9/10	15.7%	
Employee Satisfaction	7	30	40	



By managing the **INTERPLAY** of decisions for which business owners are responsible every day, leaders and managers quickly adopt a “business owner” mindset. After the simulation, instead of viewing resources and decisions as unrelated and “beyond my control,” they understand and manage business drivers in a new way—one that promotes effective decision-making and develops your competitive edge.

**interplay** is an intense simulation designed to help people rise to a higher perspective and understand enterprise business drivers from a broader, more comprehensive viewpoint.



*Interplay is one of the few experiential learning solutions that gives professionals the crucial perspective they need to rise to a "business owner" level.*



The simulation develops understanding of:

- ✓ crucial decisions and trade-offs organizations face every day
- ✓ how those decisions and trade-offs link to strategic and operational performance
- ✓ how management teams must work together to drive maximum performance

After Interplay, participants become more effective drivers of key business results.

## Your organization immediately benefits from:

- more effective decision-making due to a deeper understanding of how organizational resources impact each other
- faster execution because deeper business know-how eliminates surprise roadblocks
- better collaboration due to perspectives that transcend silo-based thinking.



*Interplay immerses participants in an intense practice field that reflects the real challenges of managing knowledge and resource capital.*

The simulation is designed so key elements can be customized, creating higher fidelity with the real challenges your organization faces.

Participants compete to effectively manage a simulated company, including the company's tangible (financial), customer and external (sales and marketing), people (human resource), and organizational (internal process) assets. They are challenged to simultaneously:

- ✓ plan and allocate limited resources
- ✓ satisfy demanding customers and employees
- ✓ make decisions under conditions of uncertainty
- ✓ manage through critical market events



### Experience Interplay!

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MDI, Inc. is an authorized Interplay™ Solution Partner



Interplay™ is one of the high-impact simulations of Ten Thousand Feet, LLC, a company that creates learning tools that help people rise out of the immediacy of the day-to-day to see a broader, more strategic viewpoint.

