



SUCCESS STORY - BUSINESS COMPETENCIES

1 Context and Challenge

A company from the construction raw-materials industry was interested to encourage employees to better understand the integrated approach in developing the business and raise awareness regarding the role of each function from the structure in building the organization's strategy. Our client was also looking to help employees understand how the correct evaluation of their performance and results works from the financial point of view. The organization asked Sta.RPerformining to offer an efficient support that would solve these concerns.

2 Approach and Implementation

Sta.RPerformining approached the theme from the solution provider's perspective. This approach allowed us expanding our search beyond the frame of a classic training program. Having confidence in the learning by doing method, we created a simulation laboratory where employees could experience by themselves the real process of building the company's business model from the scratch. In order to precisely adapt the experiment frame to our client's specific business, Sta.RPerformining team learned the organization's mechanisms and operational processes.

We implemented the solution for a group of key managers from the company. They had to work together in order to project the business strategy for an interval of several years. Each of them was assigned clear roles and responsibilities related to the key functions of the organization – production, financial operations, sales, marketing, etc.

3 Benefits and Impact

Our solution helped the managers learn exactly how to use the tools that their company uses for the real operational processes. During the simulation, people could experience in real conditions the effects their decisions would have created on mid and long term and understand the importance of each company department. Researches proved that participants in this type of interactive experiment can assimilate in 3-5 days more than 70 percent of the new knowledge they receive. Another benefit is that they can immediately apply what they learned in the day-to-day activity.