

GlobStrat? What's that?

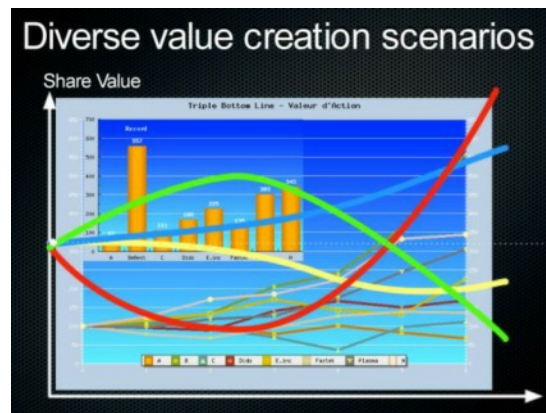
The **GlobStrat** triple-bottom-line strategic business simulation is a strategic management training tool for leaders. It's aimed at developing your ability to run a sustainable company for the short, medium, and long-term. GlobStrat takes a 3-dimensional perspective on business that integrates Profit with Planet and People into successful strategies and operations. GlobStrat is a game of business that's akin to a flight simulator. Here, though, players participate in a multi-year, team-based competition among companies where they operate across different markets to learn how to put sustainable, triple-bottom-line business strategies into practice. This extraordinarily impactful program will inspire, prepare and groom leaders and managers for the purpose-driven business arena of the 21st century.



By addressing the human side of sustainability, leaders confront complex challenges where every player's unique role, choices and interpersonal influences matter. The simulation uses a cross-functional team design to boost experiential learning, knowledge sharing, creativity and innovation—essential elements of a *culture for sustainability*. Players must think strategically and decisively, take risks, and accept responsibility and consequences so that they fully grasp how high performance cultures achieve **triple-bottom-line success**.

GlobStrat allows participants to actually run a company in a realistic, yet risk free virtual environment as they compete against and form alliances with companies run by their peers. Just as in the real world, decisions implemented by different functional areas combine to govern internal company performance. Again as in actual businesses, overall company results are significantly

influenced by how well a company stacks up against its competitors.



As a member of the executive team, participants' mission is to create value on a sustainable basis. While profit is foundational to any sustainable business, social and environmental impacts must also be managed to achieve true business sustainability. Each round of the GlobStrat simulation equates to one year of running a business, and up to six rounds (or the equivalent of six years) can be completed in the context of a multi-day class. GlobStrat evaluates a company's performance through a triple-bottom-line scorecard—Profit, People, Planet—and creates an aggregate *Shared value** for each team, one representing the value created for all stakeholders. The team with the greatest shared value wins the game!



If this peaks your interest and you'd like to learn more, we'd love to talk with you.