

Cash Flow Challenge

A Dynamic Business Simulation



Cash Flow Challenge is a unique training product that helps individuals understand the importance of cash flow in an organisation using a business-like simulation to create a dynamic and powerful learning experience. Developed by the ILX Group, Cash Flow Challenge increases awareness of the key issues of cash flow and the impact that decisions have on the organisations.

Understanding the importance of cash flow

Organisations need managers to understand the critical role cash flow plays in an organisation and how it is generated within their company. The need to understand how to generate cash flow and make financial decisions upholds the integrity of the organisation and the staff.

Benefits

- Increases training effectiveness with life-like scenarios and challenges
- Gives users an engaging and realistic learning experience
- Ensures better retention of knowledge and understanding
- Increases appreciation of the link between financial practice and ethical conduct
- Demonstrates the importance of finance in the sales process
- Bridges the gap between business finance theory and practical application

Target audience

Junior, middle and senior managers, project managers, sales executives, new graduates and other professionals and executives who need to develop their understanding of finance.

Why E-learning?

Technological improvements and advances in educational design mean that e-learning is no longer just a low cost alternative to traditional training methods. In many respects our courseware offers training which is superior to the majority of available "classroom" options.

Not only is the effectiveness of the training process enhanced – but the convenience and overall cost efficiency of e-learning makes it a compelling option for training. Staff learn what they need and training can be targeted at specific needs, any time, any place. Staff also learn at their own pace and can repeat each section as many times as required during the course and as a refresher.

What's included?

The full course can be delivered by CD-ROM, network, intranet or hosted by ILX. The package contains a completely integrated set of learning materials designed for self-study. Cash Flow Challenge can be customised to mirror your organisation and its business environment making it even more effective at increasing financial acumen.

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Simulation outline

Cash Flow Challenge is an interactive business simulation in which decisions are judged in terms of their effectiveness and integrity.

Users take on the role of the Finance Director of Daisy House, the largest operating division of an established major company. They are given the task of producing a positive cash flow of £1 million within the next month. The challenger is faced with a number of decisions that must be made in order to reach the target.

Like any real Finance Director, players have a team of people around them, offering advice, opinions and criticisms. This means that during the simulation each user is given a series of scenarios with different individuals and departments within the organisation. These include the Operations, Sales and Finance Departments. Users also get to interact with the MD, the Bank, external customers and suppliers.

Within each scenario the user is presented with a number of options to choose from and decisions to make, which may or may not generate cash flow. Some of the decisions the user can make may have a positive effect on the cash flow but have a negative effect on the integrity of the organisation and thus its reputation. At the end of the simulation, once the month is up, a detailed summary analyses their performance, scoring them according to their decision path and the amount of cash raised.

The simulation can be run through any number of times to see the impact of various decision paths.

Having played the role of Finance Director themselves, this simulation will enable users to bridge the gap between theory and better business practice.



You make the decisions which determine whether you'll make a million...