



Managing Intangible Assets



Seminar Description:

Tango is a business simulation where participants form teams to run six knowledge-based companies and compete for key customers and qualified personnel. They are challenged to manage their intangible assets (image, reputation, customers, employees) and remain profitable. As issues arise during the simulation, they get linked to the participants' own work environment.

Seminar Elements:

- 6 companies each is run by a team of 3-4 participants
- 3-4 years simulation in a changing and dynamic market
- Roles of team participants: Finance, Sales & Marketing, Planning, HR
- Companies compete and achieve different results based on their chosen strategies and taken decisions
- Key decisions made during the simulation:
 - Which strategic direction the company should take?
 - Which type of personnel to recruit?
 - Which customers are we targeting?
 - How to allocate financial and human resources?
 - How to develop internal processes and employee competence?
 - How operations and investments are financed?

Simulation Performance Measures:

- Capacity utilization
- Personnel turnover
- Investment level
- Profitability
- Delivery reliability
- Cost control
- Value added per employee
- Return on assets

Key Learning Points:

- Measuring and accounting for intangible assets (image, customers, employees, systems) in the balance sheet
- Relating profitability to investments in employee competence and customer loyalty
- Competing for and retaining key customers and qualified personnel
- Managing the costs and rewards of building image and reputation
- Working as a team to refine and adapt strategies as the market evolves

Who Should Attend?

- Executives responsible for managing the company's key operations (Planning, Sales & Marketing, Finance, HR)
- Managers who need to work together to develop internal systems and work processes
- Key personnel in companies that are dependant on the knowledge and competence of their people
- Teams planning to implement Balance Score Card related projects

Logistical Information:

- Seminar Duration: 2-3 full days (9 AM-6 PM)
- Number of participants: 18 – 24 persons

Fore information and booking contact Quest:

Tel: +202 419-6335 / 6 - Fax: +202 419-6337
Email: info@quest.com.eg