

# Human Resource ProfitAbility<sup>®</sup>

A Classic Business Simulation from ProfitAbility<sup>®</sup>

**If HR managers and their reports understood fully the impact their daily decisions have on corporate results, what would that do to the bottom line?**



## What is HR ProfitAbility<sup>®</sup> ?

HR ProfitAbility<sup>®</sup> is an engaging and challenging board-based simulation for all HR Professionals who want to elevate their role to a business partner.

## Who should attend?

HR Professionals who want to build skills in financial understanding, commercial acumen and business planning and help them prove ROI to the business. A must to attend because **HR has the highest potential to impact corporate results and the bottom line!** Since people costs are the largest variable cost budgeted in a business, it means that it is often accounted for 40%-60% of variable expenditures.

## What will they learn?

HR ProfitAbility<sup>®</sup> is designed to give a global overview of how a company works, and to make the learning of strategic planning, marketing and financial concepts as easy and enjoyable as possible. The program teaches people exactly how profit is made, how cash flow is affected and how each individual can make a difference. Using a unique, board-based simulation — which represents the workings of a company, complete with sales, marketing and financial operations — participants learn how money moves through their business with every

decision they make.

## How will they learn?

Experiential learning — or ‘learning by doing’ — enables HR Professionals to absorb essential concepts and transfer them directly to their workplace in the form of changed behaviour. Knowledge and business acumen are not only increased, but — vitally — also *retained*.

## What will they do?

Each participant is part of a 2–4 person team, in competition with 5 other teams. Each team will make strategic, operational and financial decisions needed to set up, run, and expand a business over a simulated period of several years. The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow that is critical to the business. The simulation is run over up to 8 business cycles. After each period of activity, short presentations are given on the following topics, followed by immediate application exercises:

### Profit vs. Cash

How both are crucial to business growth and survival.

### Ratios:

Which ones to use and how they help you manage the business.

### Forecasting:

How to predict and affect cash flow.

### Planning:

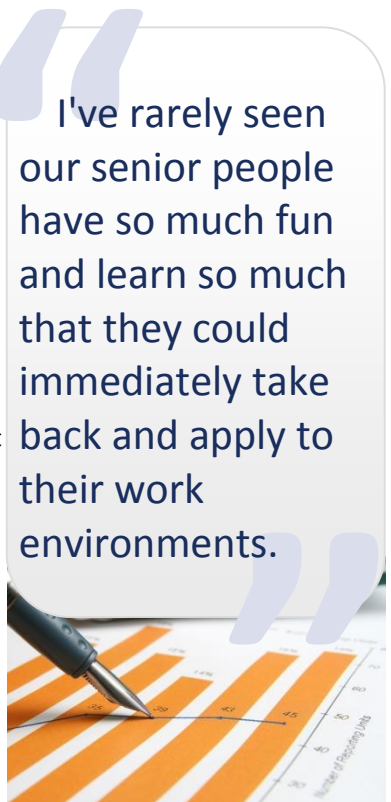
What tools to use and how to analyze planned versus actual results.

### My Job:

What I will do back at work to create better financial and business results.

### Costing:

Fixed and variable.



“The concept is brilliant, because it is so simple. The visual aspect of the game is a winner.”

### What's the result?

The learning outcomes are:

- Essential overview of how each business decision has a financial consequence
- Measuring the investment in human capital and understanding what process drive business results
- Understanding the difference between profit and cash
- Knowing how to interpret income statements and balance sheets ... without dying of boredom!
- Understand how you can link corporate strategy to HR metrics margin analysis
- Where and how to add value to the business
- Broader perspective by seeing a 'helicopter view' of how different parts of the business work

## Summary

**Who should attend:** HR Professionals

**Class size:** 24 maximum

**Date:** September 18th and 19<sup>th</sup>

**Time:** 8am–5pm

**Location:** 227 West Monroe  
Suite 160  
Chicago IL



**Contact Laura McAdam (630) 530-1171  
for details of the HR ProfitAbility® program**

Program held at the offices of Manpower, this program is not sponsored by Manpower.