

A special exclusive event for IGC members



a business simulation focused on increasing business acumen

This competitive, high-energy simulation-based program immerses professionals in the world of business by making them the key influencers and executive-level decision makers within a prototypical company.

Working in competitive teams, each running a separate company, participants navigate many of the challenges executives face every day. This includes developing and adapting a market strategy, investing limited resources in a variety of products, process and people initiatives, paying attention to cash flow, managing through various 'shift happens' events (the company's 'risk' factors), and attempting to drive improved business outcomes.

By experiencing the direct impact of their decisions on the simulated company's results over several financial periods, participants gain an acute awareness of how their decisions and actions can affect their organization's results in reality.

"Often in organizations, there are few absolute answers... but there are always decisions that affect the results achieved."



Interplay™ is specifically designed to:

- ✓ strengthen business acumen
- ✓ develop strategic thinking skills
- ✓ improve cross-functional teamwork & collaboration
- ✓ increase understanding of business realities
- ✓ create a culture of success



Interplay™ has been called 'a mini-MBA' in-a-day for good reason. It builds a broad understanding of the critical factors that influence success or failure in any organization.

Interplay™ was originally created for both *Apple* and *Microsoft* and has subsequently been used by many other leading organizations.

10,000
Feet

Headquartered in New York, **10,000 Feet, LLC** creates high impact simulations and organizational learning tools that help people rise out of the immediacy of day-to-day demands to a broader and more strategic viewpoint.

Interplay™ is available through the **Advantage Performance Group**, a leading provider of performance management solutions. www.advantageperformance.com

Date: March 18, 2009

Time: 9-12:00 **Cost:** \$45 per person

Location: In Good Company

16 West 23rd Street, 4th Floor, NYC
(between 5th & 6th Avenues)

Registration:
fsmilen@advantageperformance.com