

## Making Sense of Business with Zodiac®: The Game of Business Finance and Strategy

Friday

31 October 2014

9:00 am - 5:00 pm

The ZODIAK logo features a stylized green 'Z' inside a square frame, followed by the word 'ZODIAK' in a bold, black, sans-serif font. Below the logo is the tagline 'THE GAME OF BUSINESS FINANCE AND STRATEGY' in a smaller font.

**ZODIAK**  
THE GAME OF BUSINESS FINANCE AND STRATEGY

# MAKING SENSE OF BUSINESS WITH ZODIAK®: THE GAME OF BUSINESS FINANCE AND STRATEGY

## WORKSHOP OBJECTIVES

### INTRODUCTION

In today's complex, competitive and fast-paced business environment, business acumen must go well beyond the executive suite. Only when managers, employees and sales professionals understand your financial drivers, are aligned with your company's strategic objectives; and "get" the connection between strategy and financial success can you have a true competitive edge.

Business acumen is a keen understanding of what it takes for an organization to make money. It combines financial literacy – the ability to interpret numbers on financial statements – with business literacy – recognizing how strategies and decisions impact these numbers. Consider this example: In team sports, players need to know how the game is scored. To impact the score, they need to know how to play the game. In business, financial literacy is about understanding the score and business acumen is knowing how to impact it.

When the business acumen of managers, employees and sales professionals increases, they make more profitable decisions, influence top-line revenue generation, and take actions that align with organizational strategy.

**Zodiak®: The Game of Business Finance and Strategy is a unique one-day classroom simulation that builds the business acumen of learners throughout your organization:**

#### **A critical leadership competency for managers**

Managers are challenged as never before to achieve business results. That's why business acumen is being incorporated into leadership development curriculums. This important competency links directly to business success, giving managers the skills to align departmental and personal actions to overall financial and strategic objectives.

#### **A big-picture alignment for employees**

Every day, the actions, decisions and attitudes of your employees impact business success. With increased business acumen, they'll understand how departmental objectives and their own jobs fit into the big picture. And that means higher levels of commitment and motivation. Your Audience? It's Your Choice.

## ADMINISTRATIVE DETAILS

### DATE & TIME

Friday  
31 October 2014  
9:00 am - 5:00 pm

### VENUE

The Hong Kong Management Association  
1-6/Fs First Commercial Building  
33-35 Leighton Road  
Causeway Bay  
HONG KONG

### LANGUAGE MEDIUM

English

### FEE (Inclusive of tea/coffee breaks)

HKMA Member: ~~HK\$3,800~~ HK\$3,000  
Non-member: ~~HK\$4,000~~ HK\$3,200

### **Introductory Discount: HK\$800 each (included in the above fee)**

Group Discount: 1 free seat is made available for those companies which send a total of THREE participants to this course and enroll at the same time

### DEADLINE FOR REGISTRATION

1 week before course commencement

### ENQUIRIES

For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please contact Ms Natalie Ning on 2774-8536; or visit the HKMA website: [www.hkma.org.hk/seminar](http://www.hkma.org.hk/seminar).

## CONTENTS - ZODIAK: A POWERFUL ONE-DAY LEARNING EXPERIENCE

### **Award-winning business acumen training for managers, employees and sales professionals**

More than one million managers, employees and sales leaders worldwide have participated in Zodiac®. During three simulated years of serious play, learners grapple with progressively difficult challenges and discover how a company's strategic actions and decisions impact the bottom-line.

#### **First, the Zodiac® simulation**

As new owners of the struggling Zodiac company, learners sign for a bank loan, attract investors, purchase equipment and materials, and deliver products and services. As they do, terms such as cash flow, return on equity, working capital, cost of goods sold and assets come vividly to life. In just four hours, as they handle chance events, move game pieces, answer to investors and make tough business decisions, something remarkable happens. Learners embrace new insights. Not just about how the numbers work but also about the consequences of business decisions and actions on financial success. That's true business acumen.

By the conclusion of the simulation, you'll be amazed that they can:

- Construct and interpret income statements and balance sheets
- Explain the relationship and critical differences between cash and profit
- Understand key financial measures and ratios
- Describe how strategies involving inventory, accounts receivable, investments, staffing, cash flow and more impact financial success

#### **Next, "Connections" to their own organization**

The Zodiac simulation is powerful, but what follows – a two- to-three-hour session known as Connections – makes the learning come to life. Learners use knowledge and insights from the simulation to look at their own company. It's here that learners also connect to their own behaviors – the day-to-day decisions and actions that impact the bottom line.

By the end of the Connections session, your learners will be able to:

- Explain your company's key financial terms, ratios and financial drivers
- Describe how the company's strategies are impacting the bottom line
- Understand where their departments fit into the financial and strategic picture of success
- Follow through on plans for on-the-job application of their new knowledge and insights

## **WORKSHOP LEADER**

### **Mr Simon Tsang MBA, CEng, PMP**

Simon has 30 years of experience in selling complex technology, services and education solutions in Greater China and the Asia Pacific Region. He has held various key account management, business development, channel management and product management positions in Fortune 500 companies. Additionally, he has led several highly-motivated account and product teams to drive significant business growth and profitability.

Prior to current occupation, Simon served as a Global Account Director for Hewlett-Packard, where he was accountable for global revenue and P/L of the full portfolio of HP products and solutions. Before this, he was Director of Business Development for a key global account at Oracle. Today, as a consultant and learning facilitator, Simon works with teams and managers across Greater China to improve business results through enhancing business and financial literacy, project management, presentation, selling and key account management skills.

#### **About Paradigm Learning**

Paradigm Learning is a leader in learning innovation, offering award-winning business games and simulations to organizations worldwide. The company's core methodology is discovery learning, a powerful educational approach that engages employees, accelerates learning and increases retention. Its flagship program, Zodiac®: The Game of Business Finance and Strategy, has been conducted with more than 1 million managers and employees since 1994.

# Enrolment Form

## MAKING SENSE OF BUSINESS WITH ZODIAK®: THE GAME OF BUSINESS FINANCE AND STRATEGY

SG-47507-2014-1-FC

31 October 2014

FEE: HKMA Member: HK\$3,000 / Non-member: HK\$3,200

\*Applicants should include their HKID card number and fill in their details in block letters, otherwise no MDCU will be given.

Name (Mr/Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Fax No. (Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

Where did you **FIRST** learn about this programme?

Email  Newspaper/Magazine (please specify): \_\_\_\_\_  HKMA email

Email promotion from other websites (please specify): \_\_\_\_\_

Website advertisement (Please specify): \_\_\_\_\_

HKMA Website (From where did you learn about, please specify): \_\_\_\_\_

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition  Education & Careers Expo (EEX)  Jobmarket Career & Education (EJEX)

Others (Please specify): \_\_\_\_\_

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Natalie Ning on 2774-8536. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

Please tick the box to indicate your consent.

Please tick the box to indicate your objection.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_