

Business acumen is recognized as a critical competency for leaders and key employees. Today, with unprecedented business change, financial turmoil, escalating competitive pressures, and the growing need to engage employees and customers, it is even more essential.

ZODIAK PRO™

THE BUSINESS ACUMEN SIMULATION



Level up your Business Acumen with Paradigm Learning's new digital training simulation powered by **Advantex!**

DIGITAL BUSINESS ACUMEN SIMULATION

Zodiak Pro makes it faster and easier to get learners comfortable with financial terms and concepts while they experience the impact of strategies and decisions on bottom-line success.

The digital simulation, which takes 3-4 hours to complete asynchronously (and can also be facilitated in a virtual classroom), lets participants play through realistic scenarios, analyzing information and making decisions. They can regroup, replay, and even pause and start again later as time permits. The learning experience is flexible and fun.



THE STORYLINE

Learners become the Chief Executive Officer of the newly publicly held Zodiak Innovation Group. Despite steady financial growth, the company has been struggling to keep pace with competition. Fortunately, a promising new product introduction is on the horizon.

Over three simulated years, learners implement strategy as they make operational business decisions in the areas of marketing, sales, pricing, financing, R&D, production and more. As these realistic and interconnected decisions play out, the learners must focus on generating revenue, managing cash flow, realizing a profit, growing shareholder value, winning against the competition, and leading the company into the future. Business dashboards help them visualize their performance as the simulation progresses.

A business coach, members of the Board of Directors and leaders of key departments engage with learners during the simulation to provide information, advice, coaching, and feedback. Then, an embedded Artificial Intelligence system reviews results and provides additional feedback and help.

LEARNING OBJECTIVES

Zodiak Pro participants will learn:

- ✓ How overall business strategy and sales, marketing, production, R&D, and customer and employee-related decisions impact financial performance
- ✓ How specific financial reporting tools, like income statements, are used and interpreted in business
- ✓ How critical financial terms and metrics, including Gross Margin, ROA, ROS, Cash Flow, and ROCE are used to analyze a company's success
- ✓ How sales forecasting, ordering, inventory management, supply chain management, and cash management are interrelated in the achievement of goals
- ✓ How long-term planning and well-analyzed capital investments are integral to success
- ✓ How marketing and sales alignment can be used to drive demand, support client acquisition, and maintain customer satisfaction
- ✓ How pricing and other marketing strategies based on market trends, competitors, and product life cycles impact financial results

TARGET AUDIENCE

Zodiak Pro can be used as...

A powerful follow-up to Paradigm Learning's Zodiak®: The Game of Business Finance and Strategy program to reinforce and expand the business acumen of learners.

A unique stand-alone program for any manager-or-above employee needing to build financial literacy, business literacy, and overall business acumen, including:

- Experienced managers/leaders
- New managers/leaders
- Emerging and high potential leaders
- Sales and marketing professionals



Zodiak Pro has been designed in response to the growing need for flexibility with a solution that can be delivered asynchronously or in a facilitated virtual classroom. The simulation combines the power of Paradigm Learning's award-winning Zodiak business literacy programs with Advantexe's proven and systemic approach to cloud-based simulation learning experiences.

 COMPATIBLE	 SECURE LOGIN	 12-MONTH ACCESS	 TECH SUPPORT
Mac and PC compatible through a web browser.	Secure portal with unique usernames and passwords.	Track and save progress for 12-month access period.	Secure hosting and technical support provided.

**WANT TO LEARN MORE?
SCHEDULE A DEMO TODAY.**

LET'S TALK!

ABOUT THE CREATORS

Paradigm Learning, a leader in world-class business acumen training solutions, has alumni of over 2 million participants using its unique and innovative techniques. Leveraging immersive in-person and virtual simulations and employing engaging gaming elements, its programs guide participants to learn and apply sophisticated business and leadership concepts and skills. Paradigm Learning has worked with some of the world's best organizations over the last 25 years to foster a business ownership mindset and build increased financial and strategic acumen.

Advantexe is an award-winning training and performance improvement organization that designs and delivers customized, live, web-based learning solutions in Business Acumen, Business Leadership, and Strategic Business Selling. Advantexe uses sophisticated business simulations as the catalyst for learning so that participants "learn by doing," retain knowledge longer, and become significantly more productive.