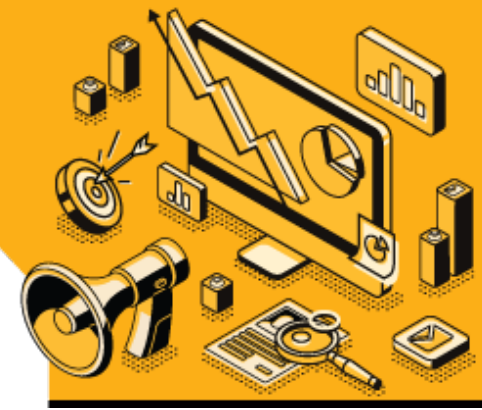


# Case Study: Virtual Business Acumen for New Hires



## SITUATION

*As part of a multi-week on-boarding process, a leading technology company wanted 30 college graduate new hires to build their understanding of the core drivers of business and how a company makes money. The goal of the training was to help new hires gain a better understanding of how their role and function contributes to the company strategy and overall big picture.*



## SOLUTION

Advantexe deployed a 4-hour virtual learning program that leverages synchronous and asynchronous components including pre-work and a cloud-based digital business simulation called Zodiak Pro®. Zodiak Pro was developed in collaboration with Paradigm Learning and takes the best-selling board game simulation to a new digital level!

The pre-work consisted of access to Advantexe's BA101 eLearning modules. This helped to ground learners in foundational business acumen including what is a corporate strategy and how to read basic financial statements.

During the synchronous learning session, using Zoom breakout rooms, learners worked in pairs to complete the **Zodiak business simulation**. Over the course of 3 simulated years, learners set a strategy and made day-to-day operational business decisions in marketing, sales, R&D and more to help Zodiak generate more revenue, manage cash flow, turn a profit, grow shareholder value, and lead the company into the future. At the end of the session, teams participated in "Board of Director" presentations where they presented their business strategy, defended their results, and discussed the challenges and opportunities they faced while running the simulated company.

## FEEDBACK

Feedback on the learning journey was overwhelmingly positive from both participants and the company's talent development team. Direct quotes included:

- *Great program. The simulation made the learning time fly by.*
- *This learning was really helpful. I didn't really know the difference between revenue and profit and now I get it.*
- *This was a really great way to introduce topics I have not been exposed to at school and are honestly a little scary.*
- *Best training so far. Really fun.*
- *I had concerns over this session being virtual, however it actually worked out very well. The simulation was very engaging.*
- *The program and simulation very much accomplished our objectives and made onboarding these new hires quicker and more successful (Talent development director)*