

# Pharmaceutical Business Simulation – Building Experience, Through Experience

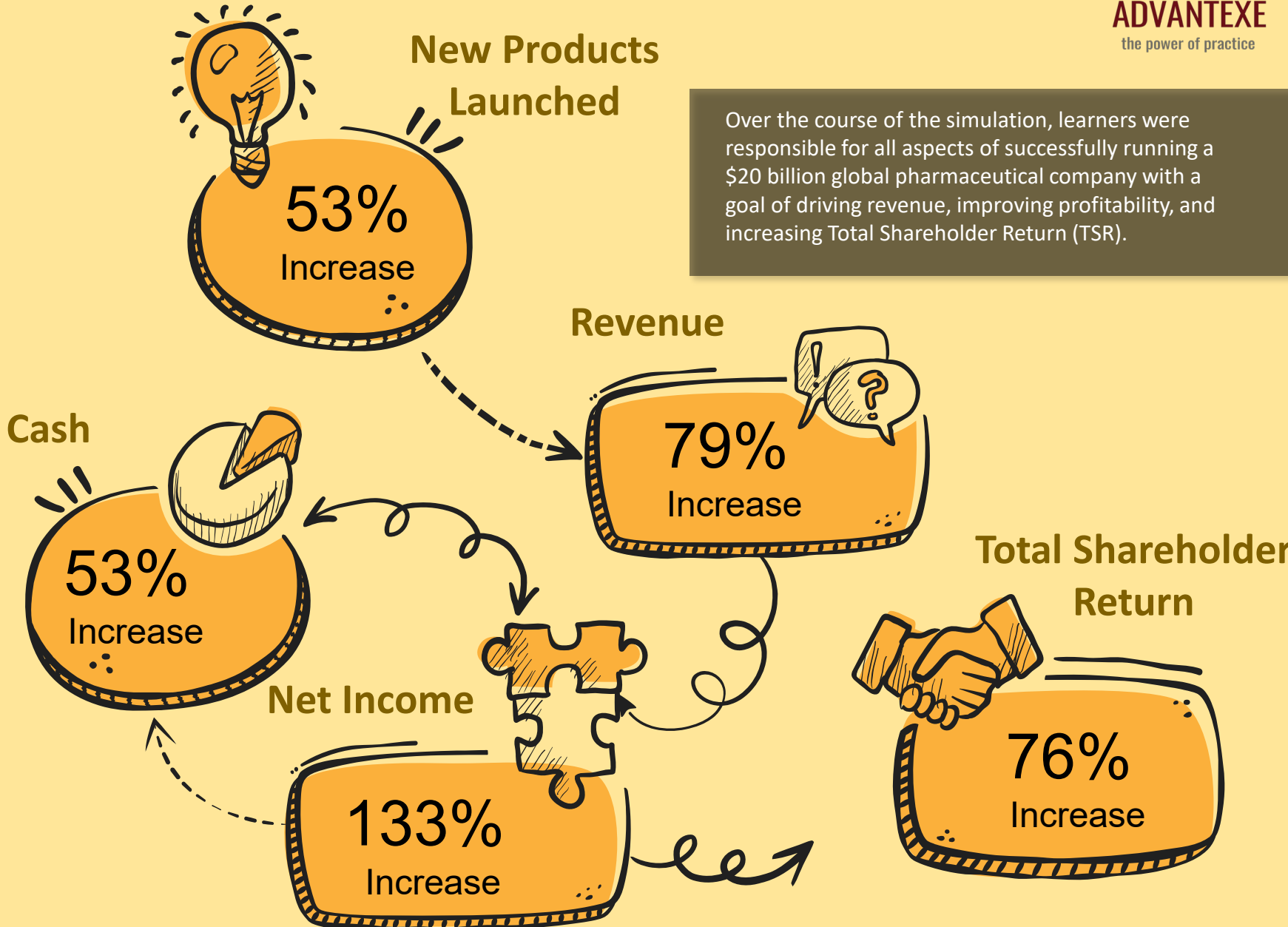


**ADVANTEXE**  
the power of practice

Over 2,000 **emerging and high potential leaders** have participated in Advantexe’s Gold Medal-winning Pharmaceutical Business Simulation. In much the same way a flight simulator trains pilots to fly a plane, the business simulation provides participants with the hands-on experience of learning how to “fly a business.”

To capture the impact of the simulation, Advantexe reviewed all the user results and completed an analysis that compared starting base conditions of the simulation to end results of all learners. This data provides insights into how learners are using and applying business acumen skills by illustrating how well they analyzed market dynamics, reviewed business results, and adjusted decision-making to drive the business results of the simulation.

Simulations serve as the bridge between learning and real-life application. Through this accelerated learning process, learners are able to build experience through experience.



Over the course of the simulation, learners were responsible for all aspects of successfully running a \$20 billion global pharmaceutical company with a goal of driving revenue, improving profitability, and increasing Total Shareholder Return (TSR).