

# THE GROWTH HACK

Interactive Business Simulation





# THE GROWTH HACK

Highly effective training that engages the whole team

Forces customers, staff & partners to sit down and deal with business challenges

Provides context and consequences to experience key decisions first-hand

Encourages long-term instead of short-term thinking

Builds teams in a way that makes you appreciate other business functions' value rather than playing cutesy games

Fun, surprising and high tech



# THE GROWTH HACK

Simulate a management or customer scenario with up to six teams of five over a one to two-hour long event. Easy-to-use touchscreen tablets and dynamic feedback on the big screen gets everyone involved.



## ENGAGING

- Easy to use touchscreen tablets
- Immediate feedback on decisions
- Involves everyone
- Throws teams in the deep end under time pressure
- Healthy competition and insightful debate over business decisions



## SOPHISTICATED TRAINING

- Experiential training in teams
- A complex simulation showing how all areas of a business work together
- Sophisticated facilitator tools get the most out of group conversation



## RELEVANT

- Realistic and relevant scenario
- Customisable for your business
- A range of business topics gives everyone a chance to contribute
- For customers, staff or business partners

# THE GROWTH HACK IN ACTION

Decisions have short-term and long-term tradeoffs

Sticking to your strategy may be the path to success

This option is only available if you hired an advisor earlier

You've heard there may be an opportunity to acquire a competitor.

**You're committed to a path of organic growth and not interested in pursuing the opportunity.**

**After due diligence, buy the business for \$1m which adds \$2.5M to your top line and \$250k to EBIT. The deal is fully funded by the bank.**

Your advisor suggests that you agree merger terms; retain a majority shareholding, add \$2.5m to the top line but share control.

You've only got five minutes to make four decisions

A variety of options (like a finance one) allow team members from all functions to contribute



# THE GROWTH HACK IN ACTION

Decisions can affect multiple business disciplines and have consequences later

Previous investments and preparation give you more options

There is a fire in the production area as a result of electrical fault! Production is out for 10-12 weeks.



Crank up the surplus equipment from the aquired competitor. You'll manage a shortage rather than a full-blown supply gap.

Your full insurance coverage will eventually come through, you'll just have to wait out the gap and rely on loss of profits insurance.

Thank goodness for that secured credit you established. Utilise this to get up back up and running within 4 - 6 weeks.

Wait it out and hope you survive!

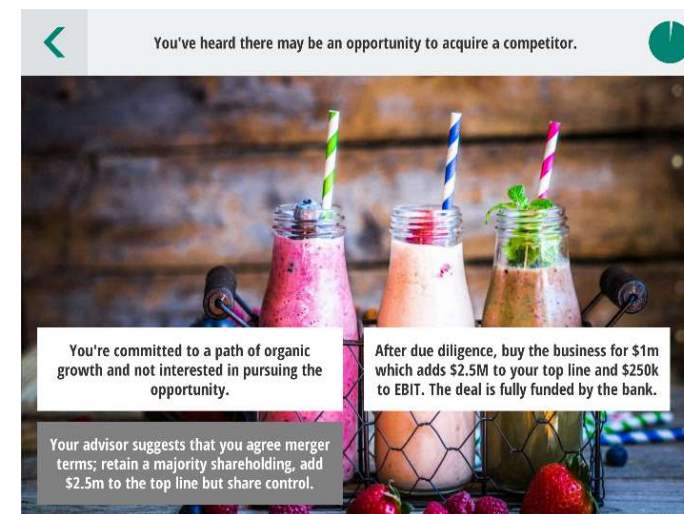
A surprise crisis round interrupts the usual flow of the game

This is the only option available to this poorly-prepared team

# ALIGN THE GAME WITH YOUR BUSINESS GOALS

Customise the scenario to highlight your key lessons or messages

- Create a fictional company or use your own
- Write your business decisions in an Excel spreadsheet
- Questions can cover a range of business functions or skills: operations, marketing, finance, human resources, leadership
- Define which metrics are important for your business dashboard
- Strategic planning invests in capacity building that pays off long-term
- Previous choices or investments can unlock later options
- Throw in an urgent crisis like a flood, fire, product recall or law change
- Add your own photos and logos



# CASE STUDY

BNZ and The ICEHouse





# BNZ AND THE ICEHOUSE

“The Growth Hack” began life as a client event for the BNZ and The ICEHouse called “The Game Changer” in which teams competed to create the most valuable business over three years. It proved so popular that it was extended to 30 events for 700 customers throughout 2016.

Their business objectives were to:

- Help bankers build deeper relationships with clients and prospects
- Expose clients to the depth of their banker’s knowledge and expertise
- Demonstrate the value of BNZ products such as foreign exchange hedging or credit facilities by designing them into the scenario
- Get customers to visit BNZ Partner Centre facilities
- Bring to life the BNZ Partners promise of “business before banking”
- Reinforce BNZ client service training





# CUSTOMER FEEDBACK



"The timing was opportune for our business as we are just moving into the phase of appointing independent directors to our board, expanding internationally and raising new capital through share placements. All of these subjects were touched on by the game and we received some good advice and some hands-on lessons on these subjects."

*Tony Butler, Chairperson, Exeed*

"The questions were designed to be answered with limited time and imperfect information. That simulated what happens out there in business. You can't procrastinate, you have to react."

*Peter Hardy, Chief Financial Officer,  
Number 8 Retail Group*



# THE GROWTH HACK



The Growth Hack is ideal for conferences, roadshows, training programmes and client events. It can be adapted for sales, customer service, operations and other scenarios.

## CONTACT US

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