

BUSINESS SIMULATIONS IN TALENT MANAGEMENT

Today's talent.
Tomorrow's success.



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Talents are the decision-makers of tomorrow and their competence to think and act in an entrepreneurial manner ensures a company's future success. Therefore, as a central task of talent management, it is indispensable to continuously train these employees, to offer them perspectives and thus to bind them to the company.

MARGA offers individual solutions for this development process within talent management.

In fact, the training needs at different career levels are decisive. This results in different target groups for which the MARGA simulations offer various in-depth topics.

MARGA develops individual programs in the formats: online, in-class or combined with each other as blended learning solutions. All programs can be individually developed both in terms of time and content. Also, they can easily be integrated into existing training programs. Your advantage: maximum flexibility, customized to your individual needs.

ABOUT MARGA BUSINESS SIMULATIONS

Ever since 1971, MARGA has been the first German provider of business simulations. We stand for a challenging and high-level conveyance of management knowledge. With our partners ESMT Berlin and Handelsblatt Media Group, we impart practical knowledge for daily business and economy - up-to-date and at business school level.

The MARGA business simulations convey business coherences and make management tangible. In an exciting and dynamic competition, teams steer their own virtual company on a market which is simulated close to reality. They develop strategies and transfer them into operational decisions. MARGA is a practical and emotional learning-by-doing method which enhances management know-how in a comprehensive and sustainable manner.



Handelsblatt
||| MEDIA GROUP

TARGET GROUPS IN TALENT MANAGEMENT

Our business simulations are suitable for employees of all professional disciplines with and without previous business knowledge: From young professionals to experts and high potentials up to senior executives. Based on our experience and your needs, we are able to recommend formats and topics for specific target groups.

Young Professionals

"MARGA makes entrepreneurial thinking tangible without real risks. The Online Competition is an integral part of our Junior Manager Program."



Ruth Ziegler, Human Resources –
Senior Executives and Talent Management:
Junior Management Programs, Robert Bosch



Experts

"With MARGA, we have found an on-the-job training that conveys economic and managerial coherences to our engineers in a particularly practical way. Our team is thrilled and I am convinced that I have chosen a sustainable training method."



Michaelae Voigt, Senior HR Manager,
Lumileds Germany



High Potentials

"Self-directed entrepreneurship. Comprehension and improvement of managerial operations in a playful manner. With an increasing fun and learning factor. One of the best programs I've ever participated in. A lifetime experience!"

Johannes Falkenberg,
Participant of the Leading Development
Program of Deutsche Telekom



Senior Executives

"The business simulation has been a unique opportunity for me, as a new managing director with a technical background, to learn the coherences of strategic decisions and economic key figures in a practical way."

Dr. Tanja Lindermeier-Kuhnke,
Participant of the General Management
Seminar of ESMT Berlin and Managing
Director of GuS Glass + Safety



For more references and firsthand participant reports kindly visit our website: www.marga.net/en/references

TOPICS IN TALENT MANAGEMENT

The MARGA business simulations always reproduce a comprehensive company. Depending on the strategic alignment of your advanced training, we can offer you a simulation with focus on a specific topic. All topics can be flexibly customized to your individual needs and adapted to your existing programs.

General Management

The participants of this complex and realistic simulation take on a holistic entrepreneurial perspective. In teams, they lead a virtual company with all its diverse divisions and functions. Also, they align their products and range of services to meet the demand of different markets. Subsequently, they develop competitive strategies and actively implement them in areas such as marketing, production, personnel and finance. An efficient controlling tool guarantees transparency and delivers the teams every information needed for their operational decisions. The overall target is to increase the company value, measured by the Economic Value Added (EVA).

For the topic General Management we offer four open programs as well as individually customized inhouse solutions.

Open Programs:

Online Competition

In the open MARGA Online Competition for young professionals, teams from different companies around the world compete against each other in a market economy. The program is completely web-based and enables self-directed collaboration independent of time and location.

Duration: approximately six months

MARGA Management Training: Online

The program offers a mix of guided online modules as well as individual learning and virtual team-work. The program can be booked by teams as well as individuals.

Duration: four weeks

MARGA Management Training: In-class

The seminar is a mix of short keynote speeches on management topics and their practical application in the business simulation. This format is bookable for teams and individuals.

Duration: three days

MARGA Management Training: Blended Learning

This format combines the strengths of an in-class seminar with the advantages of the online simulation. The program can be booked by teams as well as individuals.

Duration: six weeks

Inhouse Programs:

Customized Programs

Individually tailored to your particular requirements.

Our topics for your customized inhouse programs:

Financial Basics

Based on the day-to-day operational processes, participants take the controlling perspective and learn the basic coherences of finance and accounting. In line with this overall entrepreneurial context, they work with figures from annual reports and learn all about the financial statements and drivers of the important key figures. Choose finance as focus in the business game or book one of our „Financial Basics“ programs.

Technology Management

The participants align their range of products and services to the technology-driven environment. They position themselves in the competition as ‘first-mover’, ‘follower’ or ‘non-mover’ and experience the opportunities and risks of their strategies from a business perspective.

Team & Leadership

Complexity and time pressure of the business simulation cause decision-making situations which require a clear team coordination. A qualified team coach observes and accompanies the group-dynamic processes. Together with the participants the coach develops their personal understanding of the role as decision-maker.

Strategic Management

The participants experience strategic management with an acceleration-effect. They develop competitive strategies for their business units and implement them operationally. Altogether they are challenged to realign the company’s portfolio. In the scope of M&A projects, they negotiate with their competitors on company values and at the same time manage the financing of the entire company.

DOING IT YOURSELF
CREATES COMPETENCE.

WE CREATE EXPERIENCE.



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**Order your
individual
offer today!**



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