



"Taking part in the Business Game gave our marketing and sales team a new perspective on the financial aspects of a business. Seeing 'immediate' effects of strategy implementation was a great leaning tool.

Every member of our team found the experience valuable and would gladly repeat it. In a corporate world where time is precious this is a great endorsement!"

Nicola Evans
Product Manager -
Stalevo/Ritalin
Novartis
Pharmaceuticals
Australia Pty Ltd



"The game gave a good perspective to executing strategy on a practical level. It proved to be an effective tool for employee integration, as the related team work helped to see the entity through other peoples' tasks. Also, as financial aspects were in crucial role, the game showed how financial management and other functions impact the bottom line on a short and long term. I found the game very interesting and the competition mode added to motivation. In my opinion the game should be participated on a regular basis and sufficient amount of time should be allocated to it."

Heikki Törmi
Group Manager
Orion Pharma



"We participated in the BGF Championship with the intention of gaining a global understanding of how a company and the marketplace functions. It soon became very clear to us that even though the case in the game company is not set in our industry we were able to achieve our objectives and the team members developed ongoing skills in finance, planning of production etc. The team also developed an applied understanding of the relationships that exist across the various functions of a company regardless of the industry. We are currently participating in the training with a second team with the same objectives in mind."

Dóra Szegletes
Training Manager
Abbott Laboratories
Hungary



"We participated in the business game together with other AstraZeneca teams worldwide. We had two teams that were put together from different parts of the organization, and for the team from our marketing department it was a great training tool. The teams learned a lot about the importance of results, but this was also put into a holistic perspective. Since the teams had to act as the management team and make all kinds of decisions related not only to financials, but also personnel, production, marketing etc, the training made a point in emphasizing the importance of interaction between different departments within a company. A good approach to training personnel!"

Dorte Vogel
HR Director
AstraZeneca Denmark



"Participating in the BGF Business Game training for us at Aventis Pharma GmbH in Vienna was a pleasure. The training offers a good platform for improving ones general business understanding, further more it exposes people to issues such as: - planning; implementing; and fine-tuning in a strategic sense. Finally as a team we believe we have developed even further in our analytical skills making us better decision makers. The structure of the game supports team building with the right balance between learning and fun, and as a team our efforts have been rewarded by being placed 1st in our game division. Team AvePhone is looking forwards to the Semi-Finals and we hope to repeat our success."

Walter Heider
Head Material
Management
Supply
Chain/Purchasing
Sanofi-Aventis
Pharma GmbH



"Our decision at Ferring Hungary to participate in the BGF Business Game Program was motivated by a very positive experience by our Austrian colleagues. The program arrangements are executed well, with the right balance between learning and fun present. As a management team we have strengthened our relationships and are better equipped to discuss strategic issues involving all departments. From a functional point we found the program to be a good tool for strengthening one's strategic understanding and analytical capabilities. We can completely share our Austrian colleagues' opinion on the value-adding nature of the BGF Program."

Zoltán Szilágyi
General Manager
Ferring Hungary



"We started out with the intention of improving the team working amongst key people in Ferring Central & Eastern Europe. The take home from this training event was much more. Apart from improved team work, people from different departments were exposed to issues and challenges from other business areas, which normally were not of concern to their departments. At the end of the day we now have a group of people who understand the mechanics of business even better and perhaps more importantly the benefits of cross-functional cooperation in terms of the bottom line results. We are currently due to start a new training session with 4 teams with the same objectives in mind."

Dr. Günther Kneissl
General Manager
Central & Eastern
Europe
FERRING
Arzneimittel
Ges.m.b.H



"The BGF Business Game is a realistic depiction of business today, from the perspective of the senior management team. We as a team and as individuals understand better the aspects involved in business decisions, and more importantly their financial implications. We believe that in our industry the market is continually changing and evolving, and this is where the training is most effective - By developing a deeper understanding of a "market" as a concept, and enhancing our analytical skills, we are better equipped to react to these changes in market conditions and keep our employer competitive. Finally, solving complex business issues requires out of the box thinking and the game is certainly testimony this fact, hence we recommend this to organizations with a realistic and flexible development option in mind."

Dr. Laszlo Szabo
Mananging Director
Eli Lilly Hungária Kft



"While it was sometimes difficult to get the team together as we are from different business units, we think it worked well and actually added a certain amount of value to the program in terms of inputs and opinions. We realized an increase in the business acumen among our members; and being from different functions we were all exposed to issues associated to business areas outside of our normal everyday scope. The result is a better understanding among all of the drivers of success and failure and the interdependence that exists between the different functions of an organisation. Depended on the learning goals, we recommend this program for individual contributors through to certain executive roles".

**Katalin Bucsy BU
Manager
Johnson & Johnson Ltd.
Hungary**



"It was as well very good to meet other people inside the company from other divisions. Good team building exercise.

It was a very educational learning by doing exercise and at the same time interactive, as a group you listen to the others, give your own ideas, analyze results, evaluate and finally and make the decisions. Good training. I would warmly recommend this to others!"

**Miguel Ribagorda
Product Manager
Nuclear Medicine &
Oncology
Philips Ibérica S.A.
Medical Systems
Division**



"The Business Game gave me the opportunity to see the business from the top management point of view and to lead a global company for 2 months. This helped me to look at the business from a broader point of view and see the important contribution of other departments. It was very good that we were mainly from marketing and some of us had to take up a completely new function overnight and learn this function via doing it. This made the game much more fun and by the end of it we really learn a lot."

**A. Grefkowicz
Product Manager CVS
Novartis Poland**



"The reason we participated was to further improve financial understanding from a holistic perspective. Now, after the training, we are better and faster at reading financial reports, we are able to work on our strategy from a wider perspective, and we are more skilled at evaluating the profitability of various products and the whole organization. Seeing how things relate to each other was beneficial. Last but not least, the game was exciting! We can warmly recommend this as a tool for improving business understanding."

**Sirkku Holttinen
V.P. Operations
Orion Corporation
Orion Diagnostica**



"It was a great experience from several points of view. We had to learn different functions quickly; we were able to make global decisions, in an environment with a high degree of competitiveness. We had to work with large amount of data and needed to prioritize this data for the purpose of making effective decisions. This is something that I have to use in my daily job and it was very useful that we have to do it in a business that we did not know anything about."

**P. Komorniczak
CNS Franchise Director
Novartis Poland**



"The Business Game helped me to understand on a higher level how I can influence the work of other departments and what the impacts of my decisions are on the total business. Having taken up the role of a Supply Chain Manager in the game I understood the impact of inaccurate forecast from the marketing department on the business and the importance of effective communication between these departments."

**Z. Sobala Product
Manager CVS
Novartis Poland**



"To participate in BGF Game has been a great experience from a professional point of view as well as personal. The training gives you an excellent approach to a real company, learning how important it is to make decisions in the different parts of the company and how these decision influence the whole market. You have to make a strategy, take decisions and analyze results related not only to financials, but also in marketing and sales, production, human resources, getting a good perspective of the whole organization. The game was also a team building exercise for us, as we were people from four different businesses resulting in increased the contact with each other. It is the third year that our company has participated in this training and we recommend it to anyone."

**Marco Gracia
Commercial
Department
Philips Medical
Systems**

GE Healthcare



imagination at work

*"The Business Game gave our marketing team a nice insight into the inner workings of the business world with all its aspects. It highlighted the breadth and the depth of different facets of managing a company, and the interconnections of all sorts of decisions and their effects on the final outcome of the business. It energized our team and built up a sense of teamwork combined with great and practical learning!
A definite win-win!"*

**Raffi Stepanian
Marketing Director
EMEA
Life Support Solutions
GE Healthcare Devices**