



# AN EXPERIENCE IN STRATEGY AND BUSINESS ACUMEN

**PressTime**<sup>®</sup>, a web-based simulation, immerses a team of leaders into the challenge of operating a business threatened with loss of market share. It explores effective leadership on dimensions of both cognitive and emotional intelligence. It deals with strategic planning and implementation as well as self-awareness and reflection. In a realistic situation, PressTime presents challenges of planning, managing personnel and financial resources, gathering and interpreting technical data, addressing customer and market expectations and promoting scientific research for future development. A debriefing session critiques the performance of individuals and the team.

*“When Cox Enterprises needed an action-learning simulation to build skills in planning, strategy execution, decision making, collaboration and feedback with a strong business focus and an emphasis on people capability and engagement, we turned to DLI’s PressTime. The fast-paced sim met our expectations and according to our participants, provided some of the most valuable learning of the program.”*

Susan Edwards

Director of Learning & Development  
Cox Enterprises, Inc.

see back 

## The Simulation

Participants in PressTime® are managers in the second largest manufacturer of offset printing plates. The company makes photographic printing plates and currently holds about one-third of the total market share. The company's major competitor recently introduced a superior plate which sells for the same price. A cross-functional team of managers has been assembled to put an improved printing plate on the market in six months or less.

While meeting this challenge, numerous complex technical, financial, marketing and personnel decisions must be made by the various team members.

- Can the budget stand hiring another senior engineer?
- Is the project development strategy working? If not, should a new strategy be adopted midstream?
- Will the new product meet the necessary "specs" by the market entry deadline?

As one measure of performance, enterprise outcomes are reported in financial terms.

### Why does PressTime® work?

- ▶ It improves teamwork and interpersonal communication skills among participants
- ▶ It develops strategic leadership and problem-solving skills
- ▶ It develops improved decision-making capabilities
- ▶ It identifies participants' leadership strengths and development needs
- ▶ It enhances leadership during critical organizational projects
- ▶ It helps teams understand trade-offs among objectives and appreciate the long-term implications of short-term decisions

### PressTime® is a powerful simulation that:

- ▶ Turns real-world decision making situations into a learning opportunity for users
- ▶ Compels individuals to interact in ways that reveal their typical interpersonal styles
- ▶ Creates learning opportunities through feedback from trained observers
- ▶ Produces multiple sources of feedback on team and individual performance
- ▶ Employs measurable factors to determine the success of the team

## Materials

### Supply Kit Contains

- ▶ Company annual reports for participants
- ▶ Project assignment booklets describing the task of the team
- ▶ Case booklets for participants
- ▶ Role packets with description of role, authority, responsibilities and information unique to each role
- ▶ All necessary information and handouts for facilitators including in-sim memos and advisories

### Certification Provides:

- ▶ 3 Day training workshop
- ▶ eLearning module
- ▶ Downloadable Facilitator Guide
- ▶ Condensed step-by-step Quick Guides
- ▶ Access to the MHS Talent Assessment Portal

### PressTime® works well with:

Change Style Indicator®  
Decision Style Profile®  
Influence Style Indicator™  
EQ i-2.0®