

Corporate ProfitAbility (CPA)

Finance and Business Training



***Corporate ProfitAbility,
a unique way of training***

Corporate ProfitAbility (CPA)

What is CPA

- 2day specialized experiential learning with 15 years of successful application worldwide
- A unique training methodology
- Training of 10 up to 24 delegates per seminar

What are the learning objectives

- Business Awareness (how to run your business)
- Understanding key performance indices (KPIs)
- Decision making
- Strategic thinking
- Ways of improving corporate cash flow and profitability
- ...understanding how your role affects the overall cash flow and profitability of your company!

How does the simulation work



- **6 teams** compete in an open market, with identical start up positions
- **1 “board” per team** “visualizes” the financial state of every company, at any given time (*share of capital, loans, profits, receivables / payables, stock, ability to produce, human resources etc*)
- **2 pages of rules, zero time needed for preparation!**
- **8 business cycles** of increasing complexity
- During every business cycle, new analytical tools and financial concepts are progressively introduced

How is knowledge transferred



- CPA uses all the mechanisms that children use to learn
 - Visualization using colour
 - Repetition
 - Progressive introduction of new concepts
 - Decision making and physical interaction (moving and counting chips!)
 - Learning important lessons by “playing”
- “Easy speak”! Use of easy to understand language rather than financial jargon

The first impression – *what the delegates see when they enter the training room!*



At the end of the game – *the situation has changed!*



Expenses!

Production lines:
4 operational, fully
staffed units producing
3 different products

Payables:
€ 45.000 to be paid in
30 days time to our
suppliers.

Loans:
€ 20.000
Loan to be
re-paid in 30
days time.

Receivables:
€ 75.000
to be
collected in
30 days.

Cash:
€ 7.000. The
company is
still
breathing!

It all started with
€ 30.000 of
capital the
investors put into
the business!

What do the delegates say

"This is... the best training program... It's a real educational process... Whatever we wanted was taken on board... The underlying mechanics are a ProfitAbility model, but the course is about Nestlé issues."

Angus Freathy, SVP Corporate Training, Nestlé

"The visual effect and hands-on is the most effective training tool used!... The best program in my 17 years at BWA."

Skip Cline, SVP Finance Borg Warner Automotive

CPA in Greece



«Impact of business decisions at the company's bottom line»,
Nikos Lavidas, Sales Director, KRAFT FOODS HELLAS



«Relationships between business and finance terms become evident»,

Michalis Sarris, Sales Director, VIVECHROM

«Corporate ProfitAbility prompts you to start your own business!»,
A participant



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