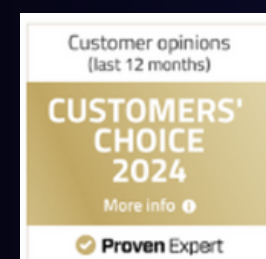
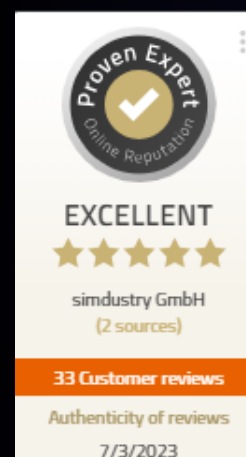


Simdustry

"Innovación en el Desarrollo de Talento:
Potenciando Equipos para un Futuro Competitivo"





Ainhoa Crespán forma parte de la red internacional de formadores de SIMDUSTRY® y representa la metodología en España. Con una sólida trayectoria como formadora, ha facilitado con éxito simulaciones empresariales en contextos multiculturales, incluyendo Alemania, España, Reino Unido y Oriente Medio.



Móvil: 626.502.084

crespan@simdustry.de



LOS CO-FUNDADORES DE SIMDUSTRY®



Dirk Fröhlich
Managing Partner
froehlich@simdustry.de



Stefanie Flecke
Managing Partner
fleck@simdustry.de





POR CIERTO... SOMOS SIMDUSTRY

- Simdustry ofrece mucho más que simulaciones; también ofrece programas de desarrollo y experiencias de transformación de habilidades.
- Tiene una importante red internacional de formadores.
- Enfocado en directivos y profesionales de todos los sectores.
- Ayuda a las empresas a abrir nuevas perspectivas, mejorar competencias directivas y apoyar la implementación de objetivos estratégicos.
- Fundada en 2003 en Alemania.
- Página web: www.simdustry.de



¿POR QUÉ?

Misión de Simdustry:

En Simdustry, entendemos que en un entorno empresarial cada vez más complejo y cambiante, las organizaciones enfrentan **el reto constante de desarrollar y mantener un capital humano competitivo**. Nuestra misión es ayudar a las empresas a enfrentar este desafío mediante simulaciones empresariales interactivas que permiten a los equipos mejorar sus habilidades críticas, tomar decisiones estratégicas y adaptarse rápidamente a los cambios.



¿CÓMO?

Combinamos juegos de rol, escenarios, gamificación y simulación en vivo para crear una experiencia única.

A través de un aprendizaje práctico y envolvente, preparamos a líderes y equipos para gestionar la disrupción y transformar el conocimiento en acción, garantizando que las organizaciones estén equipadas para prosperar en un futuro incierto.



¿QUÉ?

Desde 2003, Simindustry ofrece soluciones a organizaciones de diversas industrias en más de 50 países. Estas herramientas han sido implementadas con éxito en numerosas multinacionales a nivel global, tanto de manera presencial como en línea.

- Existen 14 simulaciones listas para usar de SIMDUSTRY. Estas simulaciones se adaptan a las necesidades específicas de cada cliente.
- También ofrecemos simulaciones personalizadas, diseñadas a medida.

LOS PRODUCTOS

SIMULACIONES LISTAS PARA USAR

SIMULACIONES HECHAS A MEDIDA

*SIMDUSTRY® -
one of the world's leading companies
in business simulations!*

ready-to-use

100% tailormade

It's your choice!

AVAILABLE VERSION:

ONLINE + ONLINE

The advertisement features a hand pointing towards two simulation options. The 'ready-to-use' option is represented by a solid box with a paper airplane icon, while the '100% tailormade' option is in a dashed box with a notepad and pencil icon. A speech bubble in the top right corner highlights the choice between two versions, each represented by a person and a computer icon.

SIMULACIONES LISTAS PARA USAR

Leadership and people management

Your SIMDUSTRY® ready-to-use simulation!

LEADERSHIP & PEOPLE MANAGEMENT



SIMDUSTRY® managing3
Leadership/People Management and its interdependencies with finance & strategy

AVAILABLE VERSION:
ONSITE + ONLINE



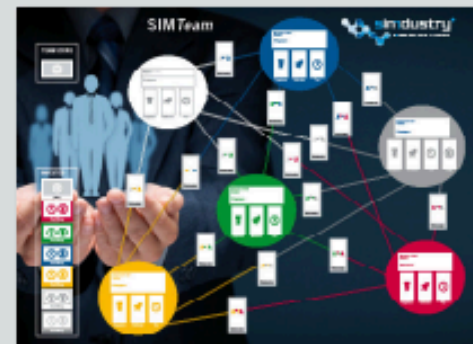
SIMDUSTRY® SIMComplexity
Leading the company and people in times of "VUCA"

AVAILABLE VERSION:
ONSITE



SIMDUSTRY® SIMTalent
Talent development and talent retention

AVAILABLE VERSION:
ONSITE + ONLINE



SIMDUSTRY® SIMTeam
Team building and team leadership

AVAILABLE VERSION:
ONSITE + ONLINE



SIMDUSTRY® SIMNewWork
Leading remote / virtual teams, locally or globally

AVAILABLE VERSION:
ONSITE + ONLINE



SIMDUSTRY® SIMIntercultural
Intercultural competence and leading intercultural teams

AVAILABLE VERSION:
ONSITE + ONLINE



SIMDUSTRY® SIMHealth
Promoting health and well-being for your team

AVAILABLE VERSION:
ONSITE



SIMDUSTRY® SIMChange
Mastering change processes in a VUCA world

AVAILABLE VERSION:
ONSITE + ONLINE



SIMDUSTRY® SIMChange
Mastering change processes in a VUCA world

AVAILABLE VERSION:
ONSITE + ONLINE

SIMULACIONES LISTAS PARA USAR

Finance & Strategy / Business Acumen

Sales

Industry Specific

Your SIMDUSTRY® ready-to-use simulation!

FINANCE & STRATEGY | BUSINESS ACUMEN



**SIMDUSTRY®
SIMFlexible
full version**
Business acumen,
finance & strategy
and entrepreneurship

AVAILABLE VERSION:
 + 



**SIMDUSTRY®
SIMFlexible
compact version**
Business acumen
overview: value flows,
finance & stakeholders

AVAILABLE VERSION:
 + 



**SIMDUSTRY®
SIMService**
Business acumen,
finance & strategy
for service provider

AVAILABLE VERSION:
 + 

SALES



**SIMDUSTRY®
SIMSales Retail**
Retail sales growth
and development

AVAILABLE VERSION:
 + 



**SIMDUSTRY®
SIMSales**
B2B & B2C Sales:
strategy & performance

AVAILABLE VERSION:
 + 

INDUSTRY SPECIFIC



**SIMDUSTRY®
SIMBanking**
Risk and Balance Sheet
management for
financial institutions

AVAILABLE VERSION:




**SIMDUSTRY®
SIMShipping CL**
Business acumen in
the container business
industry

AVAILABLE VERSION:


SIMULACIONES HECHAS A MEDIDA

EJEMPLOS DE ALGUNAS DE LAS SIMULACIONES LISTAS PARA USAR.

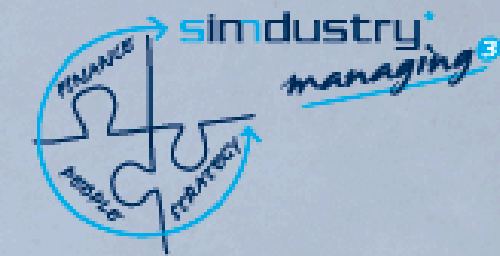
MY EMPLOYEES
MEINE MITARBEITER

GENERAL
ALLGEMEIN

Skills & Knowledge
Fähigkeiten & Wissen

Motivation & Self-confidence
Motivation & Selbstvertrauen

REPUTATION
RUF/IMAGE



Marketing
Marketing

Desk Room

Empty
Dienstwagen

Leads
Verkaufsförderung

Training
Training

Market Entry
Markterschließung

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

REGION 1

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

REGION 2

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

Services
Anforderung

Interests
Interesse

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

REGION 3

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

REGION 4

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

Overheads
Gehaltskosten

Sign On
Sign On

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

REGION 5

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

REGION 6

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

Disposition
Anforderungen

Sales
Gehälter

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

REGION 7

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

REGION 8

Customer: Kunden

Location
Mietwohnung

Equipment
Ausstattung

MY EMPLOYEES
MEINE MITARBEITER

REGION
REGION

Strategic Tasks
Strategische Aufgaben

Daily Tasks
Tagesaufgaben

Leading People
Mitarbeiterführung

Self-Reflection
Selbstreflexion

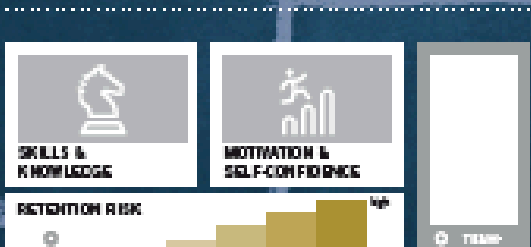
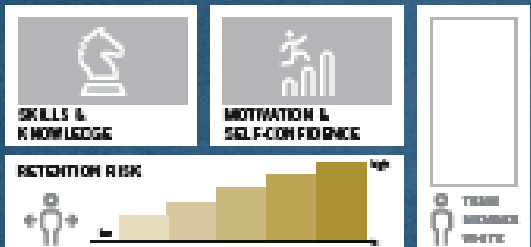
Learn
Wissen

TALENT DEVELOPMENT “SIM Talent”

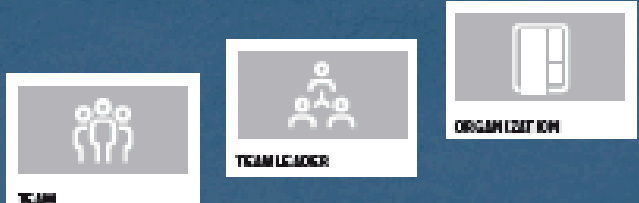


CAREER

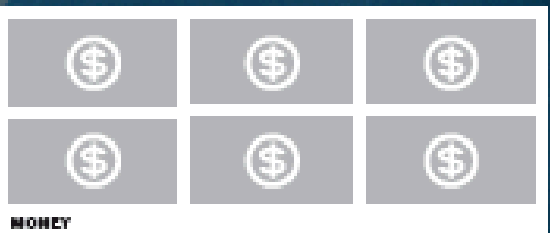
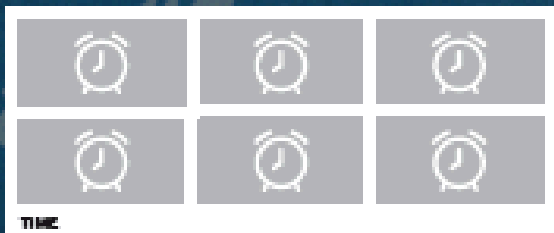
TEAM



DEVELOPMENT INDICATOR



BUDGETS

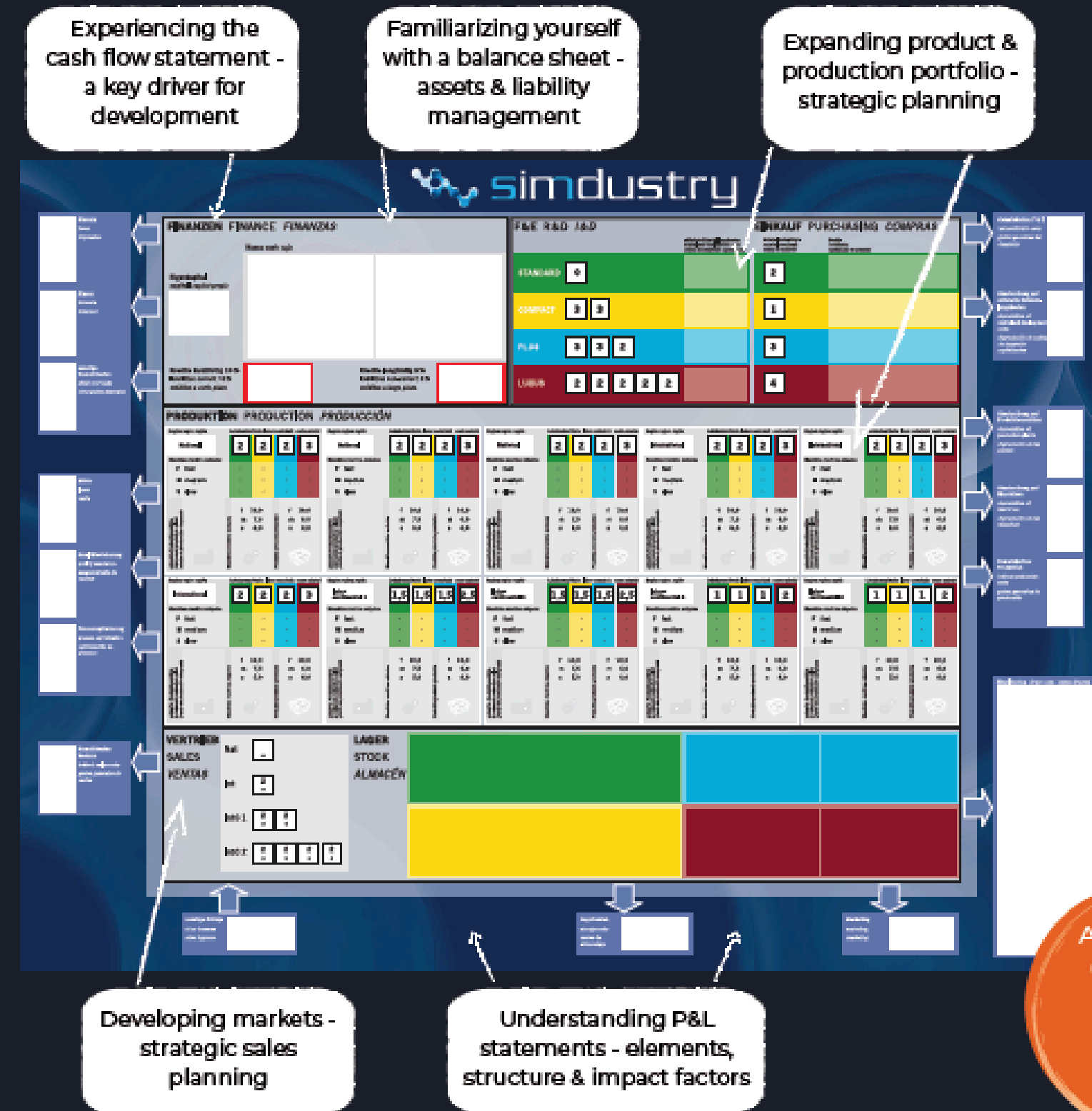


SIMTeam



Your ready-to-use Simulations by SIMDUSTRY®

SIMFlexible full version



ARE WE UNLEASHING OR WASTING OUR COMPANY'S FINANCIAL RESOURCES?

- That's what makes or breaks your company's success.
- With SIMFlexible each of your employees gets a basic understanding of finance, your KPI's and the core strategy linked to this.



IS IT A SALES PROBLEM, MARGIN PROBLEM OR COST PROBLEM?

- That's the key question.
- Only when every employee understands and asks these 3 questions, can your entire organization plan viable budgets and effectively monitor resource allocation.



WHAT DECISION MAKES, WHAT DECISION BREAKS YOUR BUSINESS SUCCESS?

- Especially in our VUCA world and agile environment, making decisions is challenging and needs to consider a holistic view.
- SIMFlexible enables your employees to navigate complex & agile environments to initiate transformation and innovation processes so you can grasp future opportunities.

Available as
Online
+
Onsite
versions

SIMFlexible can be easily customized to reflect specific business realities.

TURN PAGE



SIMService



HEADQUARTERS ZENTRALE

FINANCE FINANCE



Cash
Kasse



Trade Receivables
Forderungen L&L



Equity
Eigenkapital



Credit 5%
Kredit 5%



Credit 10%
Kredit 10%

FIXED ASSETS ANLAGEVERMÖGEN



Property
Gebäude



Equipment
Anlagevermögen

SERVICES DIENSTLEISTUNGEN



CENTRAL SERVICE HUB



Property
Gebäude



Equipment
Anlagevermögen

LOW COST SERVICE HUB



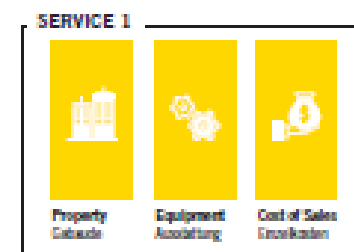
Property
Gebäude



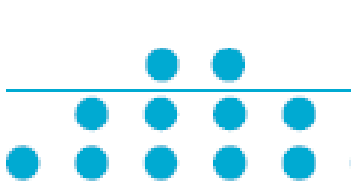
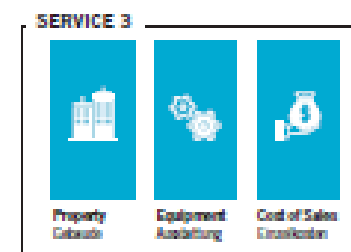
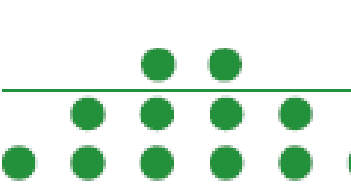
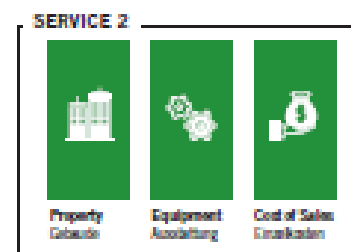
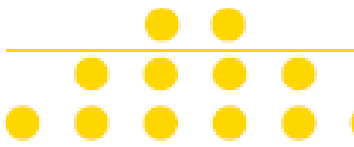
Equipment
Anlagevermögen

REGION I

SERVICES DIENSTLEISTUNGEN

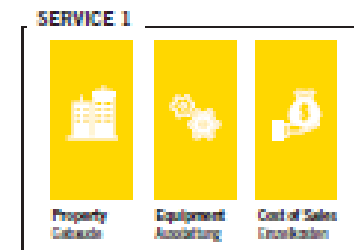


EMPLOYEES MITARBEITER

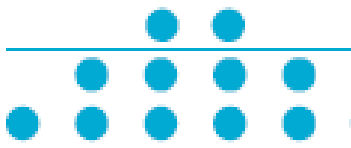
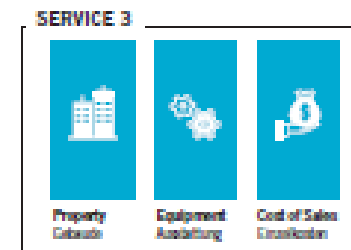
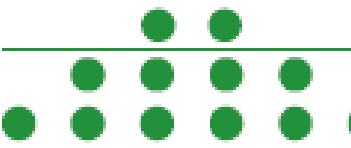
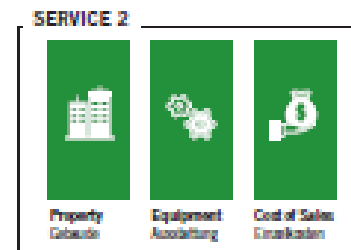
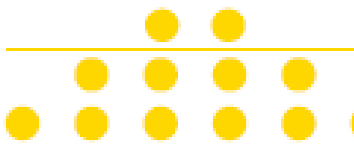


REGION II

SERVICES DIENSTLEISTUNGEN

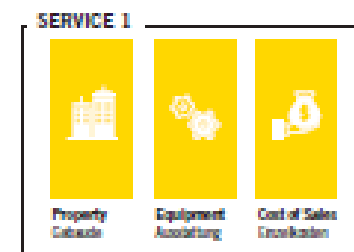


EMPLOYEES MITARBEITER

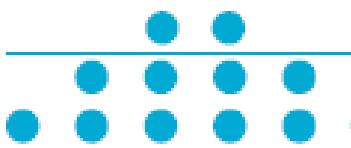
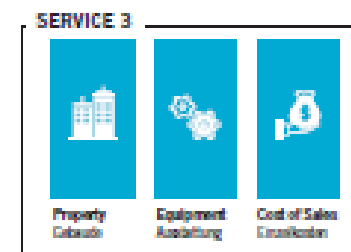
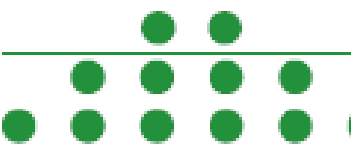
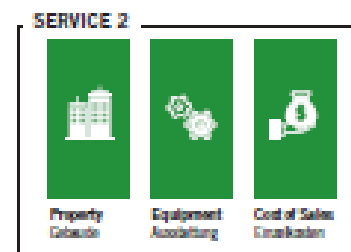
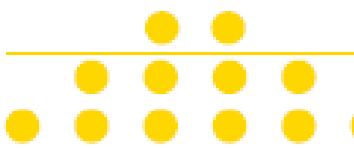


REGION III

SERVICES DIENSTLEISTUNGEN



EMPLOYEES MITARBEITER

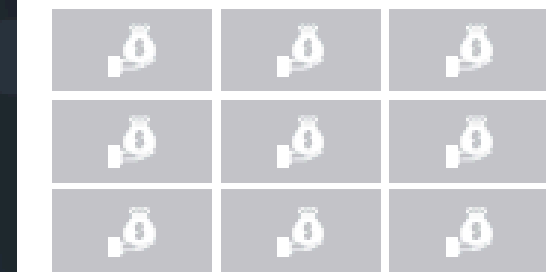


Reputation
BILF IMAGE

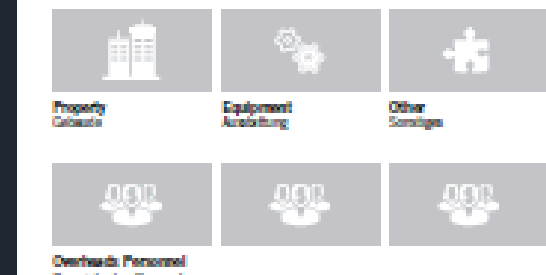


Motivation
MOTIVATION

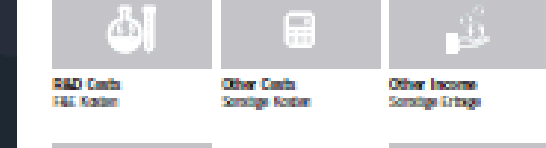
COST OF SALES EINZELKOSTEN



DEPRECIATION ABSCHREIBUNG



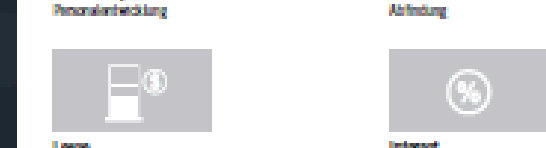
OVERHEADS PERSONNEL



MARKETING



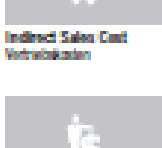
HR DEVELOPMENT



LOAN



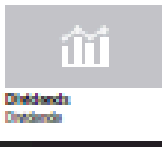
INDIRECT SALES COST



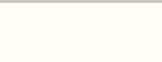
SERVICE



INTEREST

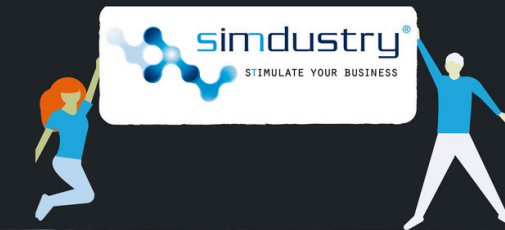


TAX



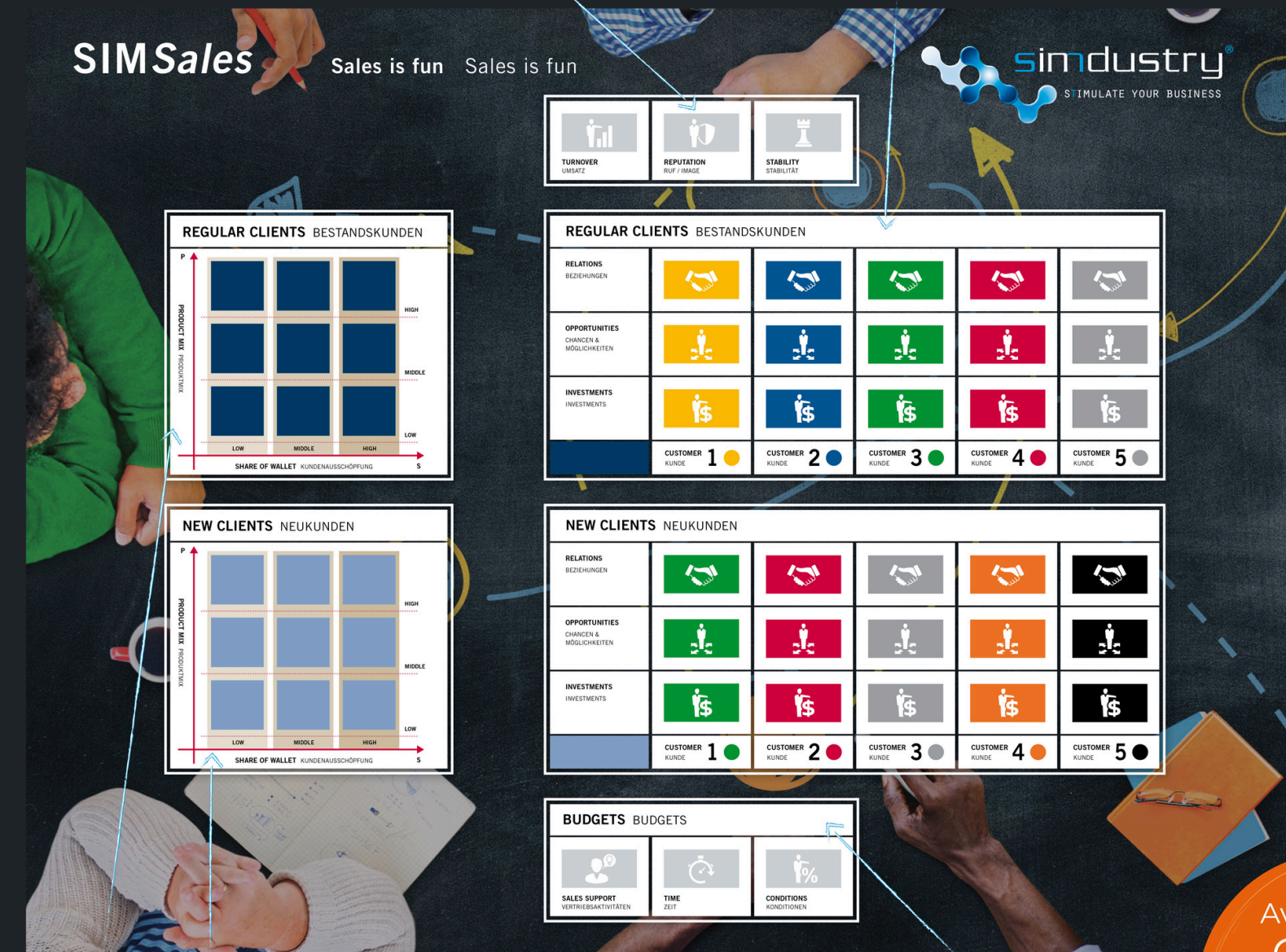
Your ready-to-use Simulations by SIMDUSTRY®

SIMSales



Evaluate the impact of your strategic sales activities on turnover, reputation and stability of client relations.

Analyze & evaluate the efficiency of actions to create loyal and long-lasting client relationships.



Set up a strategic client development and drive client acquisition.

Develop your client portfolio under limited resources.

Available as
Online
+
Onsite
versions



IS IT A CAPABILITY PROBLEM OR A PROCESS PROBLEM?

- ! When forecasting is done right and organizations are still not meeting their sales targets, it is usually a mix of both.
- ✓ SIMSales trains the sales process as the best strategy to boost sales capability. Nine out of 10 organizations use a sales process to support their sales training.



WHAT IS THE RIGHT SALES APPROACH?

- ! There is no "one size fits all" answer to this question. Sales teams should be able to use a variety of approaches based on the situation.
- ✓ SIMSales equips your salespeople with frameworks, approaches and methodologies they can customize to leverage the sales training they received.



NEW CLIENTS OR EXISTING CLIENTS - WHICH CONSUMES SUBSTANTIAL RESOURCES AND PAYS OFF ONLY THROUGH LONG-LASTING RELATIONSHIPS?

- ! New clients guarantee the growth, though investing 5% more into deepening established customer relationships boost the revenue by 25 up to by 95%.
- ✓ With SIMSales your salespeople learn to prioritize new clients and establish client loyalty and the key activities for creating long-lasting relationships and winning new clients.

SIMSales can be easily customized to reflect specific business realities.

TURN PAGE

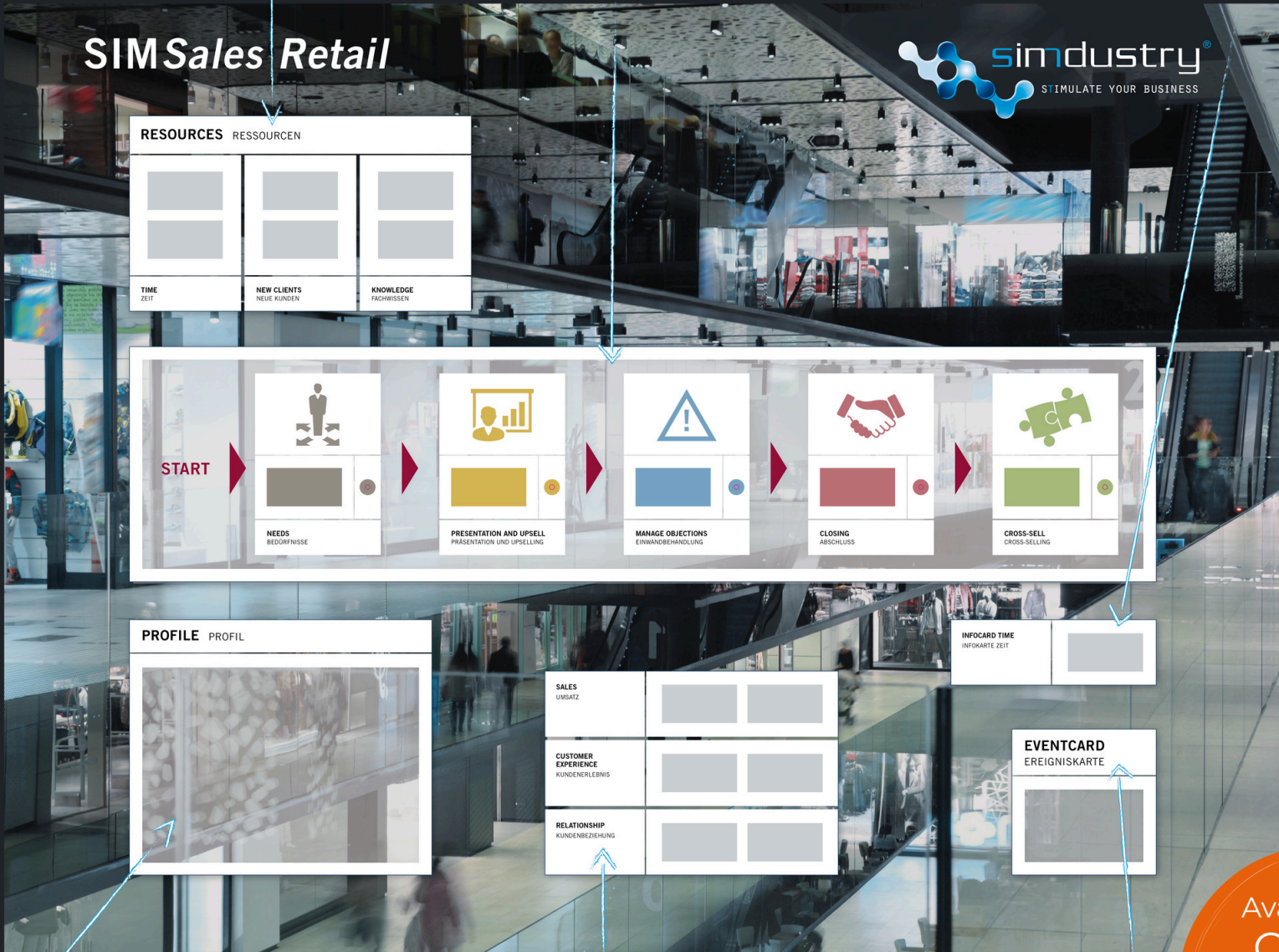


Your ready-to-use Simulations by SIMDUSTRY®

SIMSales Retail



- Decide how to invest your time to attract new clients or widen your knowledge.
- Explore and simulate the full sales process and its critical success factors.
- Test and deepen knowledge of your products, your company and your business environment.



- Bind talents to the company by minimizing their retention risk.
- Create development plans considering both personal & business needs.
- Develop a solid succession plan for the team members and the manager him or herself.

Available as
Online
+
Onsite
versions

- IS IT ABOUT THE EVOLVING CUSTOMER EXPECTATIONS & BEHAVIORS?**
 - “McKinsey Insights” reports that 80% have new shopping behaviors. Creating a great customer experience is mainly about meeting their needs.
 - SIMSales Retail follows a solid and successful sales process based on crystalizing the buyer’s needs.
- WHAT TO DO FOR ONBOARDING/RESKILLING YOUR SALES TALENT?**
 - The results show that 56% of successful companies use a structured learning path compared to the 49% that use on-demand learning.
 - SIMSales Retail customization options can also serve sales talent as a structured & effective onboarding/training delivery tool for more consistent performance.
- HOW TO CREATE A CONSISTENT CUSTOMER EXPERIENCE?**
 - As one 20-something shopper revealed, “I don’t spend money in places I don’t believe in.” (Mckinsey Insights)
 - Tailor-made market & organization-specific customer profiles and products ensure relevant and goal-oriented learning for building a unique individualized customer experience.

SIMSales Retail can be easily customized to reflect specific business realities.

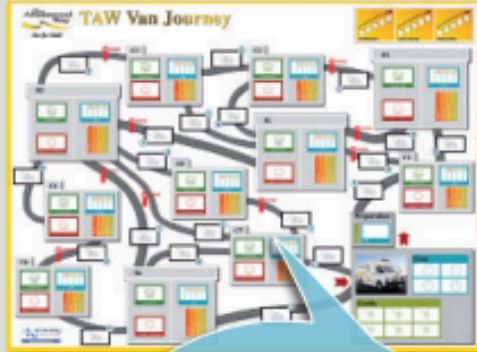
TURN PAGE

SIMULACIONES HECHAS A MEDIDA



STIMULATE YOUR BUSINESS

 **100%** TAILOR-MADE SIMULATIONS | A SELECTION



TAW Van Journey

Industry: CONSUMER GOODS
Purpose: SUCCESS FACTORS IN SALES & CUSTOMER SERVICE
Target group: Employees in Distribution
Duration: 1 day



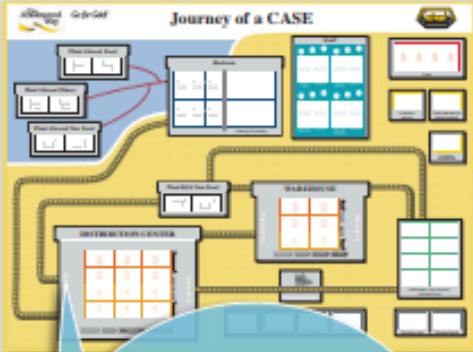
EDDI K. MARKT

Industry: RETAIL
Purpose: SUCCESS FACTORS IN STORE MANAGEMENT
Target group: Storemanagers
Duration: 2 days



Unilever

Industry: AUTOMOTIVE
Purpose: SALES & CUSTOMER SATISFACTION
Target group: Management
Duration: 1 day



Journey of a CASE

Industry: CONSUMER GOODS
Purpose: CHALLENGES IN SUPPLY CHAINS
Target group: Managers, Employees
Duration: 2 days

How can we st)imulate your business?

 Let 's talk!

Contact: T +49 (0) 6028 123 98 00 | info@simdustry.com | www.simdustry.com



STIMULATE YOUR BUSINESS

Testimonio 1

"When you combine Role Playing, Scenario Building, Gamification, and Live Simulation... the result is an outstanding and exciting training experience!"

"The best training I personally received after Harvard Business School executive training."

Yousuf, participante con amplia experiencia en formaciones ejecutivas

Testimonio 2

"Thank you very much for the interactive and interesting session last week. The feedback was really good and they recommended to re-do the session again."

RRHH, Omantel

Testimonio 3

"Thank you to Sabine Renner and Ainhoa Crespán for delivering such an impactful session."

FranklinCovey Middle East

Paysafe:

Testimonios



Nick Walker

Chief HR Officer at Paysafe Group

„You can never under-invest in your future talents and your future leaders. For me, that investment has huge upsights as they grow and develop.“



Vanessa Hurt

Legal and Regulatory Counsel at Paysafe Group

„While working we tend to focus only on our area of expertise and not to see the bigger picture. The Business Simulation SIMService did a great job by reminding that we need to focus on that as well.“



Iva Vangelova

Portfolio Risk Manager at Paysafe Group

„SIMService was very helpful for me and I believe it is going to be very helpful for so many other people in our company.“

Testimonios industria automotriz

Testimonials of our participants - **SIMFlex**

Feedback

- "Thanks to the simulation, the training was very practical and hands-on!"
- "We received very good insights on how the company financials are working in tandem. Excellent training!"
- "It was a great mix of practical game and theory."
- "Quite interesting training. We have seen that all our decisions have an impact in our company's accounts!"



TESTIMONIALS:

- ❖ Paysafe
- ❖ Evolutiv
- ❖ HPO
- ❖ BTGA
- ❖ Earthfirst
- ❖ AWO
- ❖ GELITA
- ❖ Schenker AG

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