
TANGONET —WHAT IS IT?

TangoNet is a highly competitive, electronic, interactive business simulation that forces the participants to focus on the running of complex business. The areas explored include:

- Creating and following a strategic vision for 4 to 8 years
- Recruiting and retaining the right people needed to develop the business
- Experiencing the effect of matching the right people with the right customers, both internally and externally, to achieve maximum results
- Developing a keen understanding that the knowledge within participants own companies can and should be used as a selling point to the marketplace when presenting their business in real life
- Clearly understand cash flow and the ramification that profitability has on companies ability to innovate and invest in R&D

TANGONET POSITIONING —WHY GO ELECTRONIC?

The board-based Tango has a proven track record established over a number of years, is used around the world by companies as diverse as ABB, Microsoft, Oracle, DaimlerChrysler and the CIA and has prompted customer testimonials such as "It was a fundamentally very...very successful programme for us...I can absolutely assure you that this has made a huge impact on our business." (*Andy Gannon, Senior Partner, Hewlett Packard Consulting*).

It has a sound basis in business theory, as well as direct applicability to clients businesses. However, our positioning of TangoNet is that whilst many companies are leaning towards e-tools simply because it is the trend, TangoNet is not simply an electronic version of the board-based simulation. Being electronic enables us to leverage five distinct advantages and position TangoNet distinctly:

- | | |
|--------------------------|--|
| 1) Speed | TangoNet can simulate years faster than the board-based Tango, without compromising the learning, reducing time spent in training, but not the effectiveness. |
| 2) Flexibility | Rather than wait on a pre-planned, scheduled session, users can compete against the computer anywhere, anytime and for any duration — all decided by the user. |
| 3) Distribution | Logistically, the electronic version enables companies to reach a mass market far quicker than with the board based simulation. |
| 4) Complexity | The ability to offer more calculations and more determined outcomes. |
| 5) Worldwide Interaction | Have a live session across multiple locations via the use of Web-based technology |

TANGONET TARGET MARKET

TangoNet is for those who need a better understanding firstly, of the role of strategy within business and secondly, the role of intangible assets (internal tools and processes, employees competence, R&D, the image value of an organisation) in an organisation s overall value — and how to leverage these to improve the business performance.

Additionally, there are a number of other soft skill improvements offered by TangoNet, including improvements in decision-making capability, teamworking and communication skills, a better understanding of roles and responsibilities and forecasting / planning / project management skills.

THE LEARNING OBJECTIVES

- how to differentiate yourself from the competition
- the value of a focused business strategy
- how to manage intangible assets (customers, employees and internal tools and processes) for the attainment of strategic objectives
- understanding of cash flow and basic accounting principles
- appreciation of the impact of employee and customer investment and retention
- generation of non-monetary rewards for key employees
- the value of teamwork in achieving business objectives
- the role of leadership in strategy development and goal attainment
- the importance of not just meeting customer expectations but exceeding them
- knowing the difference between going after new business and going after the right new business
- knowing when to walk away from business that no longer fits the company's strategic direction
- understanding the difficulty of running a well balanced, financially stable company whilst also investing in intangible assets

SUGGESTED SALES STORY

You are part of the new management team for AlphaCo. AlphaCo is in a highly competitive situation with Beta, Gamma and Delta. The companies are competing for the same customers and employees and currently there is little to differentiate the 4 companies.

You have been retained by the shareholders to develop a strategy for AlphaCo that will clearly define AlphaCo to the market place. Your business objective is to capture a significant percentage of the marketplace with positive financial results and to grow your market capitalization.

Based on the strategy developed you will make investment decisions, pursue customers and recruit and retain employees. In short you will need to balance your intangible asset management and management of your tangible (e.g., financial) assets.