

# Create a *Culture* That Means *Business*

## ZODIAK® SOLUTION OVERVIEW

Zodiak: The Game of Business Finance and Strategy is a fast-paced, classroom-based simulation designed to improve business acumen and financial literacy.

Organizations like yours face tough daily decisions about processes, people, products, finances, and customers. How your leaders, managers, sales teams, and employees address these issues through a lens of business acumen is critical.

With Zodiak, learners gain a comprehensive understanding of the financial and strategic factors that drive organizational success.



## THE EXPERIENCE

As small teams of your learners become new owners of the struggling Zodiak company, they take out loans, attract investors, purchase equipment and materials, invest in product development and innovation, and deliver products and services to customers.

Through experiential learning, learners discover how business works, how organizations make money, and how everyday decisions can significantly impact their organization's top and bottom lines.

## LEARNING OBJECTIVES

After completing the Zodiak program, your learners will understand:

- Understand common financial terms: Revenue, EBITDA, Assets, Liabilities, Cash Flow, Working Capital, etc.
- Link business flow to how business success is measured
- Construct and interpret basic financial statements (Income Statement, Balance Sheet & Cash Flow Statement)
- Understand the relationship and difference between profit and cash
- How strategic initiatives impact the bottom line and describe "stakeholder value"
- The importance of inventory management and its link to forecast
- Compute, analyze and understand key financial ratios like ROE, ROA, ROS, & GPM
- Recognize and understand company-specific metrics and how they're used to evaluate and make business decisions