

# Vantagepoint

## Free your entrepreneurial spirit!

### What is it?

The **Vantagepoint** suite of products consists of a business simulation board game, business guides, optional customised Business Challenge cards and templates for Sales, Administration and Finance. Playing **Vantagepoint** builds business acumen.

### The Board Game

The **Vantagepoint** business simulation board game simulates the starting and running of a business in a competitive environment, with a focus on sales generation and cash flow. Played with up to 9 people divided into 3 teams, the game is dice based with Cash Flow, Sales Opportunity, Lucky Break and even Moral Dilemma cards. Each team tries to maximize their profit via sales, whilst deciding on investment opportunities in their business (e.g. staff, technology and marketing), dealing with the many curved balls experienced in business and competing against the other teams playing the game. The winner is the team who makes the most money after a set time, or the first to reach an agreed goal (e.g. 1 million cash).



### Why use **Vantagepoint**?

- Build business acumen through simulating the real business world;
- People learn better through experiencing and participating;
- Everything that happens in the 'game' has happened to someone in real life;
- Experience business first on the board, before doing so in the board room;
- Easily customised to reflect a company's industry, working environment, business challenges, to provide simulated 'on the job' competency building;
- Customised Business Challenges can be linked to KPIs;
- It tests players' innovation and 'thinking out of the box';
- Players' Guide is comprehensive – includes a Board Walk for beginners.

### Typical lessons learnt from playing **Vantagepoint** include:

- There are different company structures that have different costs and advantages;
- There are many expenses to be paid before money starts flowing into your business;
- Cash flow is more important than having sales orders;
- Sales opportunities become sales prospects (prospective sales build pipeline);
- Sales pipeline does not always result in sales orders;
- Sales orders take a month to become cash in the bank;
- Your competitors can be ruthless to win business from you;
- There are all sorts of hidden costs (penalties) that have to be paid;
- Having more sales staff results in more sales opportunities;
- Your sales staff can be poached by your competitors;
- Training staff potentially increases revenue;
- More sales opportunities result from having Marketing and PR and a website;

- Sometimes moral choices must be made in business that can have either good or bad outcomes;
- You can go bust if you have assets and orders but no cash;
- Life sometimes gives you lucky breaks and sometimes deals you bad hands;
- Borrowing money can be very necessary but costly;
- Start-up capital and loans must be repaid with interest;
- What is an asset and what is a liability.

## The Guides, other support materials

1. A **Player's Guide** (included with the board game) contains a glossary of business terms arising in the game.
2. A **Pocket Guide** expands the glossary with "The least you need to know" about each term. Can be customised for a client's specific Business Challenges.
3. A **Business Information Guide (BIG)**, based on the game's business terms, is an 'Idiots Guide' to setting up and running a business, with additional "Pitfalls", "FAQs", motivational quotes and useful references.
4. **Assessment forms**: Developed for players to use as a self-assessment tool before and after playing **Vantagepoint**, as well as for facilitators to give their comparative assessment and de-brief with each player.  
The objective of the assessment forms is for players (and their facilitators) to understand whether they have the competencies and aptitude for running a business, and to identify any gaps that need addressing in order for them to be successful. Identified gaps will indicate what further training is required in both 'hard' business skills and 'soft' personal development skills. Individual assessment forms would be used for each player.
5. **Transaction record forms**: Used during a **Vantagepoint** game session, these help players understand:
  - a. The sales cycle from opportunity to cash;
  - b. Cash flow management on a 'per event' basis i.e. a record is kept of each time cash flows in or out of the business, with a running cash balance. One transaction record form is required for each team.
6. **Budget forms**: As an introduction to learning about budgeting, these forms have been developed for players to create a budget for their entity, to be used as a guide when playing the game and to analyse their experience after the game has been completed. As with the assessment forms, the budget allows the facilitator to provide insight and an introduction to de-briefing with each team.

## The Authors

**Vantagepoint** has been developed by entrepreneurs who have both made and lost millions – and survived both! Mark Williams and the Vantagepoint team have more than 80 years of business experience between them, covering public and private sectors in the areas of IT, retail, health, finance, music and the arts. They now provide business consulting and coaching services to companies / entrepreneurs, sharing life / business experiences to help others be successful.

## Additional Vantage-points

- **Vantagepoint** was a finalist in the 2008 Technology Top 100 Business awards;
- **Vantagepoint** has been played in workshops in more than 25 countries worldwide;
- **Vantagepoint** has been adapted for teaching Human Rights in Business by the Dutch-based organisation AIM for Human Rights;
- **Vantagepoint** is being developed for web-based play and integration;
- **Vantagepoint** can be used for **business skills development**, **teambuilding** and **conference ice-breaker events**.



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productivity

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