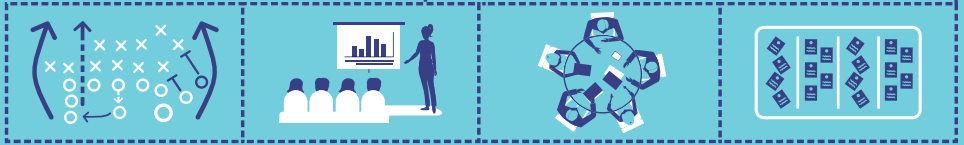
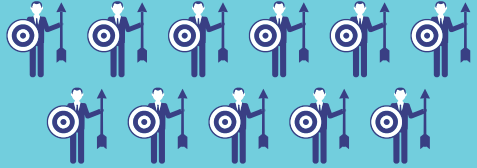


BUILDING WINNING STRATEGIES WITH WAR GAMES



WHAT IS A WAR GAME ?

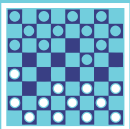
War Games are structured role - playing workshops that are used to generate insights to help in developing and refining strategy.



WHY DO YOU NEED A WAR GAME ?

If you have an upcoming product launch, loss of exclusivity or another market event that is likely to disrupt your market, a competitive war game will help you to understand what will happen in the marketplace in a safe environment by role playing key players and changes in market dynamics in a workshop format. Our aim is to make sure your business has 'no surprises' that have not been thought through.

EACH COMPETITOR PLAYS A DIFFERENT GAME



WHEN TO CONDUCT A WAR GAME

EXTERNAL

- New competitor Product Launch
- Tender
- Regulation / Environment change
- Event
- Leadership Change
- New Data

INTERNAL

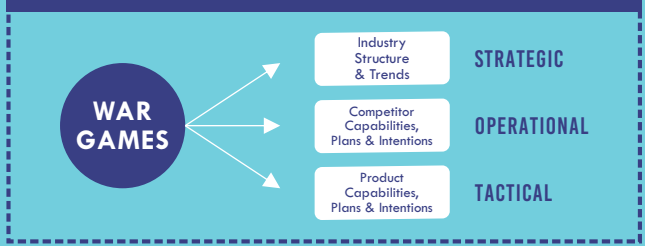
- Decision
- Launch
- Business Planning
- Internal meetings



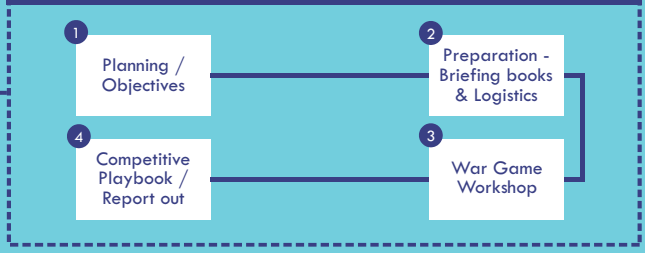
WHAT KIND OF ISSUES CAN WAR GAMES TACKLE ?



WAR GAMES CAN BE USED FOR DIFFERENT LEVELS OF ANALYSIS



WAR GAME PROCESS



Participants Develop Their Strategy (or Stress Test Existing) And Implementation Plan Through A Series Of Structured Exercises

CONTACT US

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