



# BUSINESS REALITY 101

## **What is it?**

**Business Reality 101™ (BR101)** is an exciting new suite of product offerings from Business Methodologies International, Ltd. (BMI)

It is a board-based learning simulation that replicates all of the financial flows of capital that circulates through an organization. It also is experiential in nature. This means that rather than have the employees sit through a lecture class, they are put in the roles of business owners and are challenged to make ‘real-world’ decisions as to how to ‘manage the business’ in a way that drives the best possible financial results.

**BR101 Distribution** was launched in July 2010. It was fully developed with the Stuart C. Irby, Co., a four billion dollar electrical distribution company, headquartered in Jackson, MS. Irby is a subsidiary of the French company *Sonepar*.

The program has multiple applications and audience targets.

## **BR101 - Distribution** (4 to 6 hour program)

This program is designed for individual contributors, front line managers and supervisors. It is ideal for those individuals that impact the business but may have little to know financial background.

The program deals with the following areas of the business:

Cash flow, supply-chain, inventory control, inventory turns, obsolete inventory, company-specific performance indicators, lean thought processes, multiple-source suppliers vs. single source suppliers and the effect that has on customer service and inventory costs, capital equipment purchases and the effect that increased efficiency and productivity have on cost controls and bottom-line driven results.

The program is unique in that it forces ‘the management teams’ (Participants work in teams of three or four. Each team represents the management team for their simulated company.) to choose a strategic direction to take their ‘company’.

Besides choosing a short-term strategy, the participants are challenged with daily ‘issues’. These issues are predetermined through work done with the sponsoring company. Gathering information from the client, customized story lines are woven into the program. The events and issues that ‘disrupt’ the normal work flow process resonate with the participants because these will be issues that they face in their real-world work environment.

## **The End Result**

By the time a learner finishes going through the program they will have a solid understanding of: their role within the organization and how they impact financial results and each other, what performance indicators mean, why they are measured and how they impact them, better decision making skills, a big picture understanding of how money moves through the organization and knowledge of what makes success. In essence, they have begun to think and act like business owners.

### **For More Information Contact**

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