

## **BENEFITS**

### **Participants:**

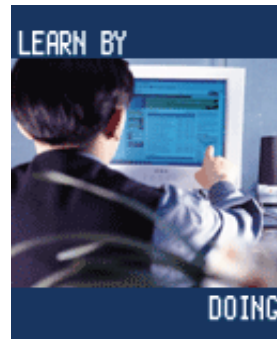
- focus on the importance of strategy in driving business decisions
- learn the needs and demands of the business' operational areas
- are made aware of the financial implications of their decisions
- experience how group decision-making skills can be effective
- find and employ available information for data analysis of their own and competitors' businesses
- experience how a department's decisions impact other parts of the business, and how optimal results can be achieved by timely involvement across functional areas
- have fewer issues regarding scheduling — the simulation can be a 1.5 or 2 day face-to-face event or spread over two weeks on line or a combination of both while maintaining process effectiveness

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**Management Simulations, Inc.** is a leading innovator in business education. MSI's computer-based simulations create a hands-on learning environment that emulates real world conditions. After all, people learn best by doing. Hundreds of thousands of participants have used this system. Learn more about MSI Inc. at [www.capsim.com](http://www.capsim.com).

### **Foundation® Interactive business seminar**

A popular version of business management interactive simulation. Targets the integration of strategy, sales and promotions, R&D, finance, marketing, production planning principles and teamwork for decision making based on a \$40 million simulated company. Employs a computer "game" to show how competing companies impact each other. Foundation offers a Total Quality Management optional module.



### **Capstone® Interactive business seminar**

Software to educate business students, managers and non-managers, executives, Capstone® offers Foundation® level simulation plus advanced optional modules in Marketing, Human Resources, and Total Quality Management using a \$100 Million simulated company.

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*Management Simulations Inc.  
Interactive Business Seminar*

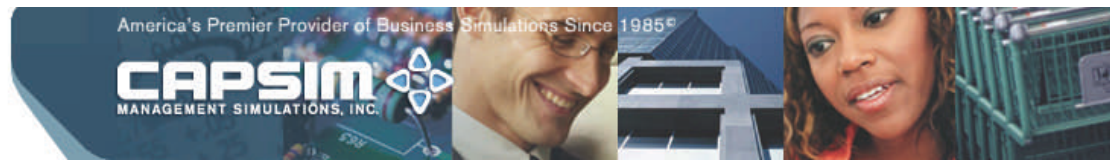


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*Students, Managers, Staff, & Executives:*

*The Future of Business Education is Here*

# Simulation Used by Fortune 500 Companies



Companies like General Electric, Boeing, General Motors, Dell Computer, Honeywell, Caterpillar, Bertelsmann and Citibank have turned to our Business



**Strengthens Teams** Simulation process to assist managers in honing their skills for making smarter business choices

Business Simulation can be experienced as an on-site seminar or a distance online learning program or as a hybrid of the two (i.e. one day seminar followed by several weeks online).



## Why Simulate?

Learning technology has changed. The way adults learn has not.

Studies show we retain less than 20% of what we see or hear alone, around 50% of what we both see and hear - but up to 80% of what we interact with.

In the airlines industry and the military, where accurate decision-making and good judgment are critical, simulations are used for realistic training, without the risk.

Malcolm Knowles, a leading theorist in adult education, said there were four key elements to successful adult education programs. Each of those elements is an integral part to the Business Simulation process by Management Simulations, Inc.:

- **Adults learn best from hands-on, problem-solving activities:** Each team runs a Foundation® \$40 Million or a Capstone® \$100 million company from five to eight simulated years - making every key decision from Finance, Sales, R&D, Production to Human Resources, and Quality Management. Participants operate in a competitive marketplace and experience the positive — and the negative — implications of every business decision.
- **Adults must believe the learning will have a personal benefit:** To succeed in business, managers need applied learning and practical skills. Capstone® and Foundation® versions provide the skills, learning and experiences participants know they can use, in business and organizations every day.
- **Adults have lifetime experiences that should be tapped and built upon:** Capstone® and Foundation® seminars are interactive, team building programs, designed to draw out existing experience to be shared in a new environment.
- **Adults need to apply new knowledge and skills immediately to aid retention:** The day your managers/staff return back into their workplace from a Capstone® or Foundation® seminar, they can implement what they have learned. Your people are in business and business is what Capstone® and Foundation® teach.

"It was a great experience, and helps management to understand many of the cross-disciplines that are a requirement for a successful business."

**William T. Hamilton**  
DePaul University

"It taught me how important it is to stick to strategy."  
**General Motors Participant**

"Great fun and an easy learning format!"  
**Caterpillar Participant**