

# Zodiak Inc. Solution Overview

Zodiak®: The Game of Business Finance and Strategy is a fast-paced, classroom-based simulation designed to improve the business acumen and financial literacy of anyone whose daily decisions impact the overall health of your organization.

Manufacturing, consumer products, telecommunications, energy, and other similar organizations face tough decisions every day about processes, people, products, finances, and customers. How their leaders, managers, sales teams, and employees address these issues through a lens of business acumen is critical.

Zodiak allows learners to experience the financial and strategic determinants of organizational success. Through discovery learning, participants experience how their everyday decisions contribute to the organization's top and bottom lines.

## The Experience

Learners are immersed in a storyline that introduces business acumen concepts in a hands-on, visual setting (tailored to multiple learning styles). As small teams of 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.

By understanding the big picture of how business works and how organizations make money, participants begin to see how their actions affect their organization's bottom line.

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Zodiak’s versatility has allowed us to adapt it to a large number of business situations and cultures. It really meets our audience’s varied needs.

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Manager of Financial Training and Development, Global Food Corporation

## Cross-Industry Experience

We help organizations create a thriving, results-driven culture with personal ownership and alignment from the c-suite to the front line.



Tiffany & Co.



Johnson & Johnson



Chili's



US Foods



Trex



Stryker



Marriott International



## Learning Objectives

After completing the Zodiak program, learners will understand:

- The relationship between the flow of business and how to measure business success
- How to construct and interpret basic financial statements
- Common financial terms: assets, liabilities, equity, COGS, cash flow, etc.
- The relationship between profit and cash
- How strategic initiatives impact the bottom line and describe “shareholder value”
- The importance of monitoring and managing cash flow
- How to compute and analyze key financial measures/ratios: ROE, ROA, ROS, GPM
- How to recognize and define company-specific financial terms and measurements
- How their actions contribute to – or detract from – the bottom line

For over 30 years, Culture Partners has empowered clients across the world to harness the power of culture. Using human industrial-organizational psychological methods, we help organizations achieve record breaking results by connecting experiences, beliefs, and actions to those results through culture. Our culture management frameworks and tools help thousands of top organizations realize their potential by owning their growth.

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