

Zodiak Virtual Solution Overview

Culture Partner's award-winning business simulation, Zodiak®: The Game of Business Finance and Strategy, is available as a virtually facilitated experience. Incorporating experiential learning, teamwork, competition, and collaboration elements, Zodiak puts learners in the driver's seat of running a business, making strategic decisions, analyzing outcomes, and completing and interpreting the financials to understand the story behind the numbers.

The virtual experience preserves the in-person classroom's discovery, team-building, and interactivity. It translates it to a virtual platform led by seasoned facilitators who are business acumen experts. They create an experience that's robust in content and rewarding for your learners.

The Experience

With a streamlined storyline that accelerates the learning process, virtual Zodiak can be completed in one day. Two, two-hour sessions are conducted in the morning and afternoon of the same day, or on consecutive mornings or afternoons. Learners buy a \$40M business and run it over the

course of two simulated years. Throughout their experience as business owners, they make strategic decisions about growth, research and development, launching new products and services, debt management, personnel management, and dealing with unexpected events.

Sessions are hosted through a conferencing platform and utilize interactive elements and breakout rooms for team activities. In the capable hands of a technical producer, sessions run smoothly, and facilitators can focus 100% of their attention on your learners.

“

There's a feeling of building the plane as they're flying it. The business is changing quickly. The more business acumen they have, the better they can manage the changes.

”

Chief Financial Officer,
Healthcare Solution Provider

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 Zodiac 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.