

Mon 21<sup>st</sup> – Wed 23<sup>rd</sup>  
September 2009  
Harrogate, UK

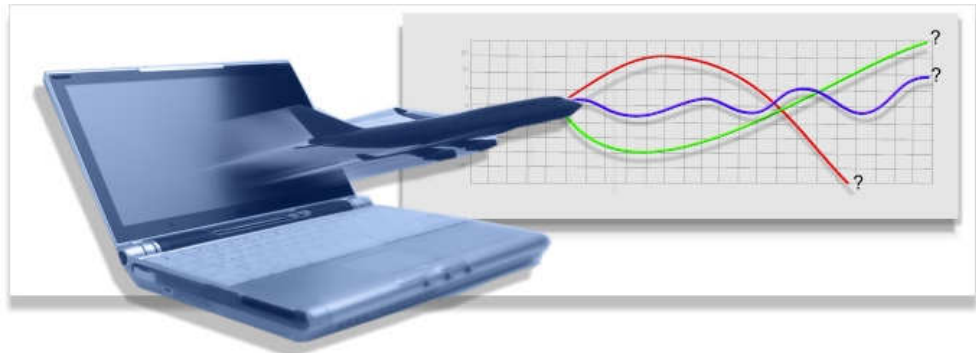
## Systems Thinking and Business Modelling with *iThink*

### Testimonials

“Strategy simulation with *iThink*<sup>®</sup> has tremendous value in energy resource planning. The high level approach enables senior management to see all the issues, to learn quickly and to make better informed investment and operational decisions”  
*Field Manager – BP Exploration*

“What strategy simulation with *iThink*<sup>®</sup> gives us is a high level picture of the full lifecycle of our key assets. This allows us to analyse many investment scenarios, providing awareness of the long-term consequences”  
*Asset Manager – Scottish Power*

“By simulating our R&D portfolio with *iThink*<sup>®</sup> we were, for the first time, able to see, understand and communicate the interdependent outcomes of long-term R&D investment opportunities”  
*Strategy Director – Major European Pharma Company*



**This workshop** is a practical introduction to ideas and simulation tools that will help you to build - and test - business development strategies and plans that you can be confident will work.

**Systems thinking - a visual language.** You will learn to apply the visual ‘language’ of resources and feedback (system maps) to describe organisational structure and performance.

**Simulation modelling.** You will learn how to transform system maps directly into working simulation models using *iThink* – a simple yet extremely powerful simulation toolset.

**Transparent financial tools.** You will learn how to transform simulations into powerful financial tools that transcend spreadsheets – adding simplicity and transparency to all levels of financial analysis.

**Engaging the right people in strategy.** You will learn to apply a consistent strategy development process that engages your managers, makes the best of their knowledge and ensures that your team are all “on the same page”.

**Communicating strategy.** You will learn to build management interfaces to use simulations to communicate strategy across your organisation and across the internet.

**Special offer**  
***iThink* business**  
**bundle and 3-day**  
**workshop**



**The workshop is for executive managers, strategy and business development managers, planners and financial analysts in all industries and public services, who wish to learn the basic skills of systems thinking, business simulation and successful application processes.**

## About this workshop



This workshop has been delivered in different forms to thousands of delegates and many companies. All the material is continually revised to meet current interests and technical advances.

There will be opportunities for delegates to discuss their own simulation project interests so we particularly recommend participation by groups of staff from the same organisation.

No previous experience with *iThink*<sup>®</sup> or business modelling is required, although you may benefit by some pre-reading on the resources page at [www.iseesystems.com](http://www.iseesystems.com).

### Learning outcomes:

The course provides a basic introduction to:

- Systems Thinking (ST): a universal language to describe structure and behaviour
- System dynamics (SD): a complete framework for strategy simulation
- Resource-based strategy: describing business structures and performance implications
- The *iThink* strategy simulation toolbox
- Creating resource-based strategies: practical cases and templates
- Strategy valuation: scenario development, simulation and communication
- The SD management engagement process
- Creating and using web-based simulations
- Your way ahead: *iThink* simulation and SD development pathways.

**Cognitus can tailor the programme to meet specific organisation and individual interests.**

### Workshop programme: Overview

**Days 1 and 2**  
0900-1700

**Day 3**  
0900-1500

#### **Day 1: Introducing Systems Thinking and System Dynamics: resource structures and simulation foundations**

Systems thinking and system dynamics overview - resource structures and stock/flow diagrams - feedback loops and influence diagrams - recurring archetype structures and behaviours - introduction to *iThink*<sup>®</sup> - human resource simulation development exercises - short case study in resource strategy simulation - overnight resource mapping exercises.

#### **Day 2: Practical strategy simulation development**

Debrief of overnight mapping exercises - introduction to simulation conceptualisation principles – overview of the strategy simulation process.

**Case study:** Issue definition - the management team engagement process - qualitative resource and feedback mapping - quantitative *iThink* simulation development - adding financial scorekeeping - adding a management interface.

Review of Days 1 and 2. Discussion of next steps.

#### **Day 3: Developing and communicating strategy with simulations**

**Case Study continued:** Review of process so far – adding value analysis and management scorecards - scenario development – scenario testing and communication. Creating a Netsim – simulating on the web.

**Workshop debrief and discussion of your next steps.**

## Cognitus' matrix of products and services



**Systems Thinking and Business Modelling** is a Cognitus essential skills workshop – providing a basic introduction to the skills you need to begin building and using business simulations.

Further essential skills training can be found on our website.

We also provide more advanced technical training - our approach is that this is best developed around a real simulation project in your own organisation.

See the Cognitus website [www.cognitus.co.uk](http://www.cognitus.co.uk) for more details and contact us for a confidential discussion.

## How to book your place...

### Course fee

3 days: £950 + VAT, to include lunches and refreshments.  
All fees are payable in advance, on confirmation of booking.

### Venue and accommodation

The White Hart Hotel and Conference Centre, Harrogate.

Overnight accommodation is available at or near the venue, and can be booked on your behalf by Cognitus.

Harrogate is well-connected to London and the rest of Europe by road, rail and air networks (Leeds/Bradford airport).



Payment is accepted by debit/credit card, cheque, direct bank transfer or by purchase order.

**Phone Jill Chinnery:** +44(0)845 8900 499  
**or email:** [info@cognitus.co.uk](mailto:info@cognitus.co.uk)  
**or visit the website:** [www.cognitus.co.uk](http://www.cognitus.co.uk) to register and book online

### Special offer

Order an *iThink*<sup>®</sup> business bundle\* (worth £1,326) with your 3-day delegate place for a total fee of £1,999 + VAT.

**The *iThink*<sup>®</sup> business bundle** provides a complementary set of resources for initiating a strategy simulation or business re-engineering effort within your organisation. Includes:

*iThink 9.1 Professional License*  
*An Introduction to Systems Thinking with iThink*  
*Process Improvement Manual*  
*CD with iThink and business examples*

*An Introduction to Systems Thinking with iThink* sets the stage, by describing the language of Systems Thinking and applying it to the dynamic modelling process.

The *Process Improvement Manual* builds on the basic foundation of *An Introduction to Systems Thinking* and provides guidelines for process improvement activities using *iThink* software.

Included with the *Process Improvement Manual* is a CD full of models that illustrate the discussion in the book. These models can serve as a starting point for your own modelling efforts.



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