




Strategic Business Perspectives for

Hi-Potential Managers at German Multinational Automotive Giant



Enparadigm designed and delivered a learning journey for operations, product and technical managers at one of the world's largest automotive manufacturers. The company, headquartered in Germany, posted revenues of 180 bn Euros in FY21, and is associated with quality engineering and luxury by virtue of their ownership of some of the most iconic automobile brands ever.

Identifying the Need

The company wanted their mid-level managers across Quality Management, Logistics & Operations and Product Management to have an understanding of a Business Head's perspective, along with their existing expertise of respective domains.



Program Approach

The program designed covered the following competencies:



Strategic Thinking

1



Cross-Functional Decision Making

2



Customer Centricity

3



Commercial Acumen

4



**Within each competency,
the idea was to deliver the following outcomes:**



Strategic Thinking

- Developing a long-term perspective
- Understanding external market trends and developing internal capabilities
- Understanding and managing multiple components of strategy
- Aligning components of strategy to maximize ROE



Cross-Functional Decision Making

- Understanding the perspective of other functions and impact of functional decisions on other functions
- Understanding short term and long-term impact of functional decisions on the business
- Managing KPIs & KRAs across functions and aligning them to business objectives

01

02



Customer Centricity

- Understanding variability in requirements of stakeholders across business segments
- Creating solutions to satisfy needs and get alignment across stakeholders
- Aligning teams and execute day to day activities to enhance customer satisfaction



Commercial Acumen

- Understanding impact of business decisions on the P&L & balance sheet
- Driving gross margins, EBIDTA, & PAT by managing variable and fixed costs
- Data driven decision making
- Understanding levers to improve cash flow and return on investment

03

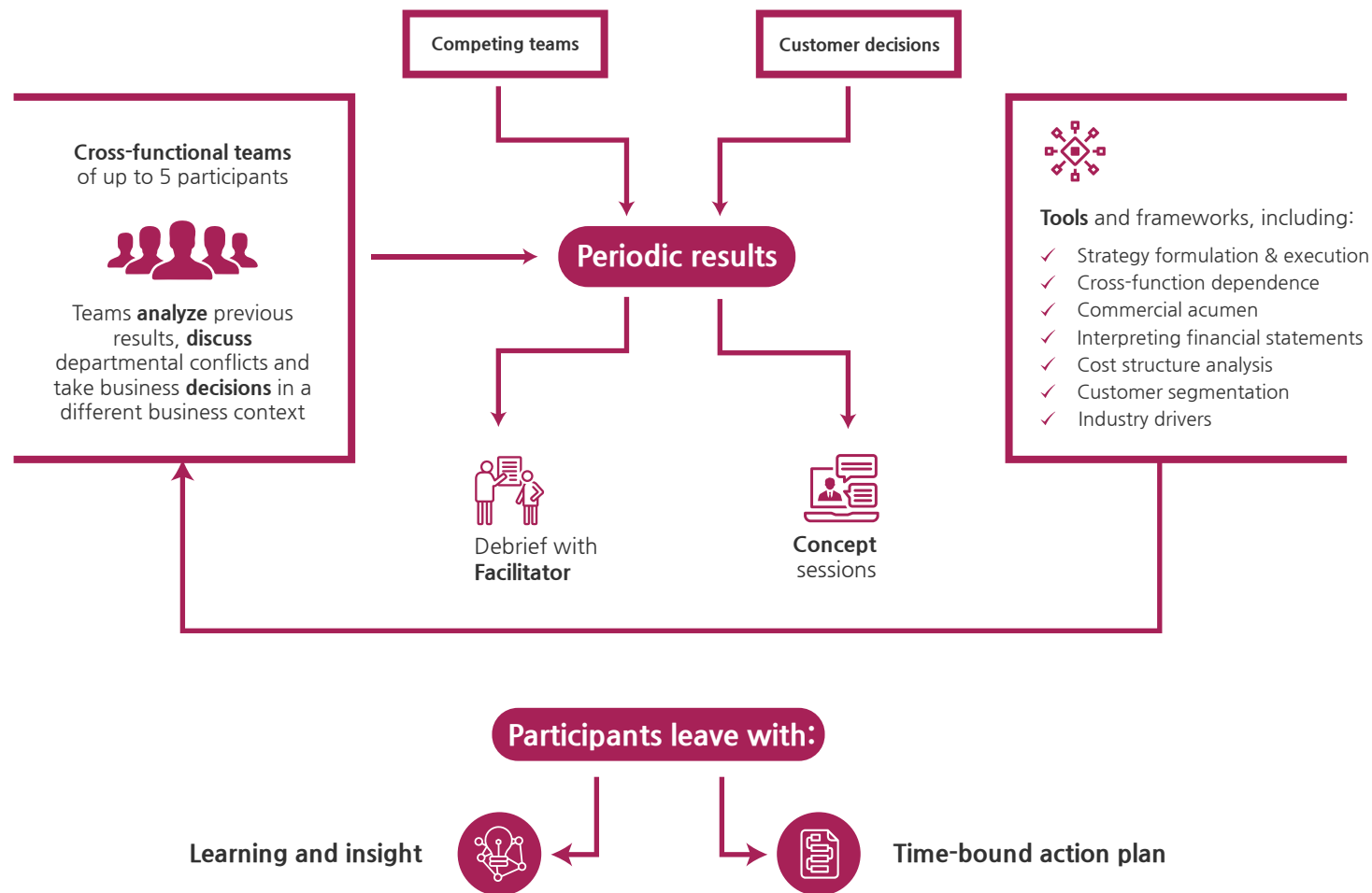
04

Program

Methodology

The sessions revolved around Enparadigm's signature business simulations that gave the participants a flavour of running a business of their own, managing variables that impact a business and having learnings around the same.

Teams repeat this cycle over **many business periods**, each with it's own set of challenges and concepts



Program Feedback

My understanding of strategic thinking (1 - Low,
10 - High)

Before: **5.36**/10

After: **7.71**/10



My appreciation for the role played by other
functions

Before: **6.07**/10

After: **8.57**/10



My interpretation of business financial statements

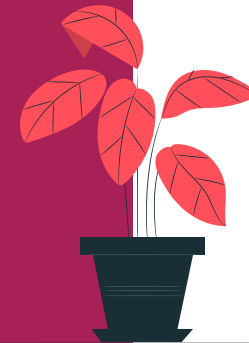
Before: **5.57**/10

After: **8.14**/10



Recommend this program to other
colleagues

9.35/10



Participant Testimonials

“The workshop was an eye-opener in terms of how USPs help cement business positioning, and how to evaluate business proposals.”

- Sr. Manager, Product Engineering

“It was a wonderful online business simulation where all team members contributed as executive members of an organization & got good learnings. My key takeaways were to Talk with Data and Thinking and Inking.”

- Sr. Manager, Supply Chain Management

“I have huge confidence that one day I will become a successful CEO, credit goes to Mr. Sampath lyengar (facilitator). Congrats! Keep up your good work on developing strong young leaders.”

- Domestic Sales, Product Management & Network

“Fantastic session on these 2 days - very insightful learnings about Business Development as well as Leadership Development.”

-Senior Manager - Sales Planning

“Very good training for all budding leaders who have a vision for or aspire to reach top management positions or set up a business of their own.”

- Regional Manager, Customer Services

“Experiential learning is the best way to learn. The twists and turns of the simulation is fascinating. Key takeaways were on competitive pricing and dynamics of forecasting accuracy.”

- Head, Sales & Market Management

Find out more at
www.enparadigm.com

Contact us

Nidhi Shah

+91 70452 51819

nidhi.shah@enparadigm.com

Shashank Saurav

+91 70459 02734

shashank.saurav@enparadigm.com

