

The background image shows a complex industrial plant with several large, cylindrical tanks arranged in a row. Each tank is surrounded by a white metal walkway with railings. The tanks are connected by a network of pipes and ladders. The overall scene is brightly lit, suggesting an indoor or well-lit outdoor environment. The text is overlaid on a semi-transparent white oval in the center of the image.

How Morgan Advanced Materials Enabled High Potentials To **Think Like Business Leaders**

An enParadigm™ Client Story

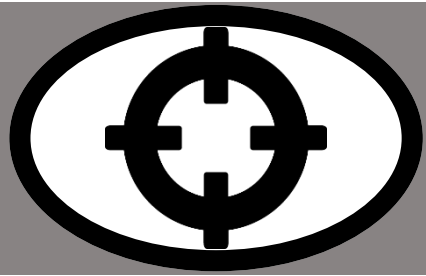


Context

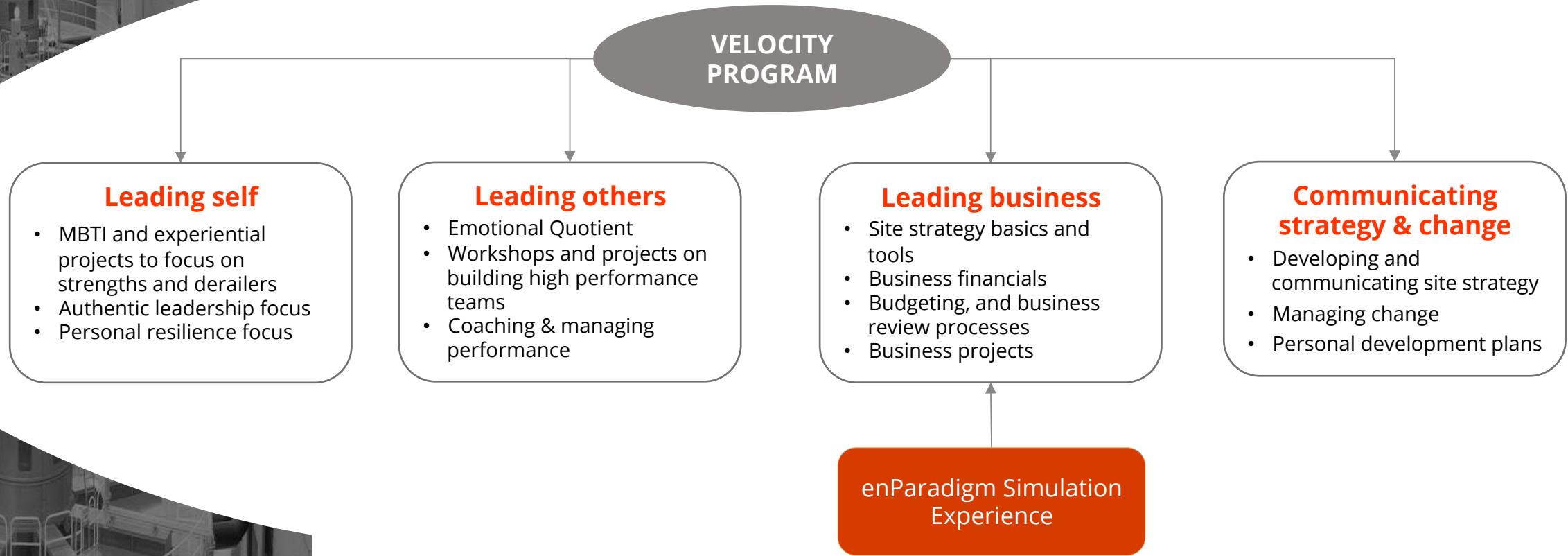
Morgan Advanced Materials is a global manufacturer of specialist products for thermal insulation utilizing carbon, advanced ceramics and composites for a broad range of markets.

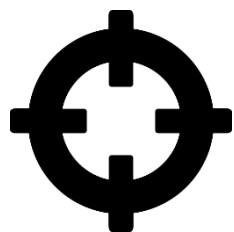
David Kowal, Director HR - APAC, **Ian Robb**, Regional President - APAC, and **Ralph Gomarsall**, Director Finance - APAC, designed the Velocity program, a leadership intervention, for high potentials from different functions across Asia Pacific, to prepare them for their respective function head roles. Velocity was run across 4 modules over 18 months, and conducted in India, Singapore and China. It aimed at providing a multi-country platform to these managers where they could leverage their diverse business experiences and derive insights from each other.

enParadigm delivered a business simulation experience for participants to integrate their insights on **leading and managing business**, in a virtual real-time business environment.



Program Structure And Key Objectives





Key Objectives



Strategic orientation

Provide tools and framework to formulate business strategy, use market understanding to win over competition and gain market share



Cross functional acumen

Provide an understanding of how decisions taken in one function role impact others and influences the entire business results



Financial acumen

Make them take P&L responsibility to understand commercial implications from an overall business perspective

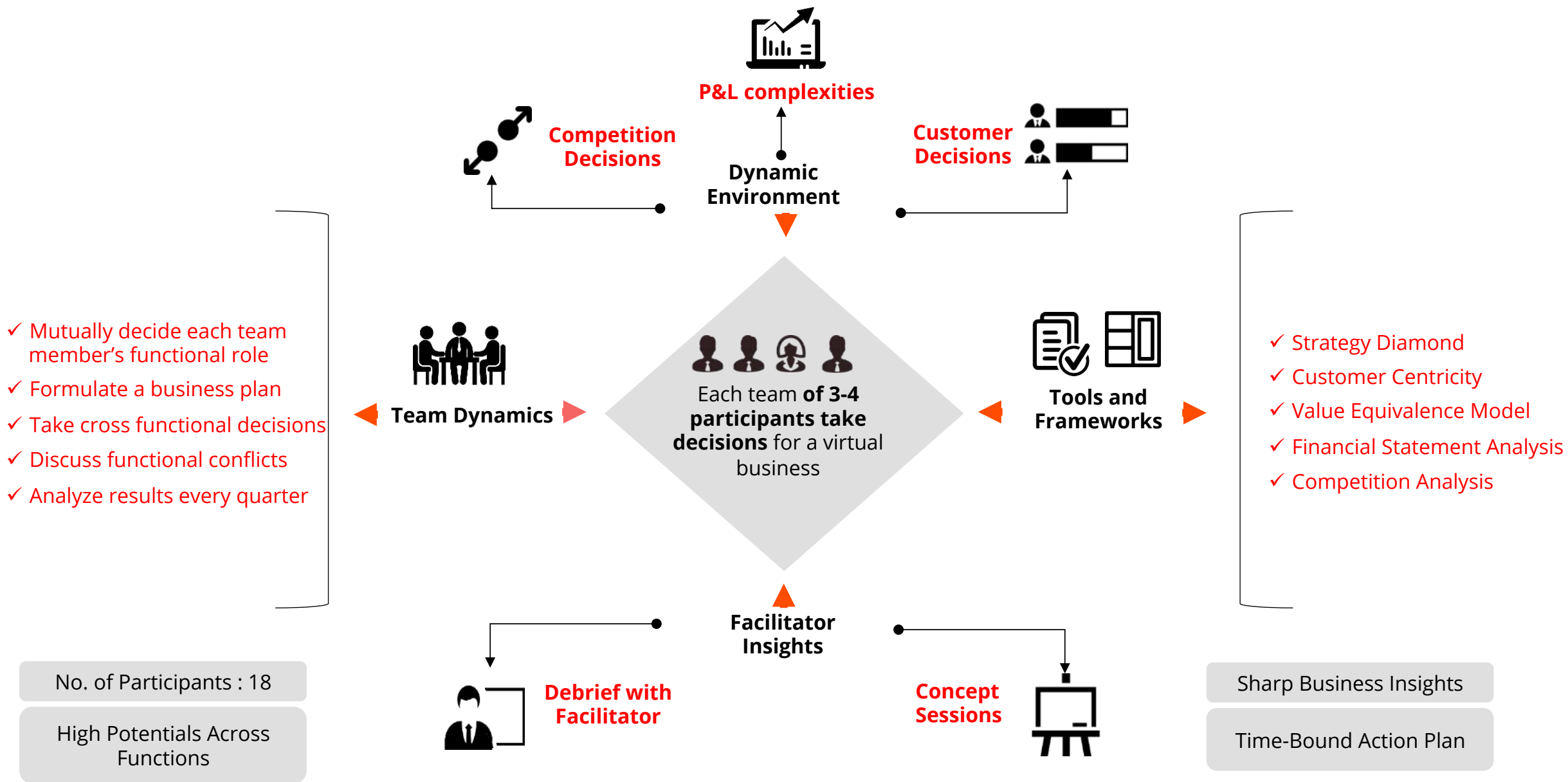


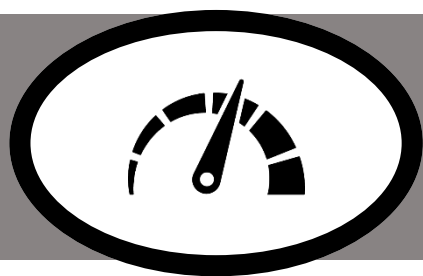
Business head's perspective

Provide an opportunity to step into the shoes of a business head to make long term plans and take decisions



The Simulation Experience





Participant Takeaways

A R Amar Deep
Sales Manager

I got a good exposure to finance and strategy. I am now aware of the importance of proper planning and decision making based on market information. I particularly loved the interpretation of various P&L components and their financial impact.

Brett Hunter
Operations Manager

I saw the importance of accurate forecasting and experienced benefit of a solid strategy. After the workshop, I am better at reading and understanding financials

Jim Li
Operations Manager

I realize the importance of strategy including parameters like gross margin and profitability. It is critical to have control over cost and risks.

Dave (Sung-Ho) Haam
Assistant Controller

You need to have clear strategies and goals before spending money. Being from non-finance, I got clarity there.

Companies like yours

Discover more companies like yours, who have succeeded with enParadigm. We have helped these firms change mind-sets, develop critical competencies, and drive tangible business results.



How Asian Paints developed their high-potentials for leadership roles



How GMR Energy used business acumen to drive strategic thinking and long-term financial planning among plant heads



How Dow Chemicals India Prepared Its Managers To Move Away From A Products To A Solutions Mindset

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enParadigm™

We partner with businesses to bridge performance gaps within the leadership team or below. Using R-E-I as a methodology and customized simulations as tools, we help you drive valuable and actionable insights, and enable your team to create measurable impact.