



SMG Solution Portfolio

SMG has a complete portfolio of tools and solutions to help global corporations implement strategies and realize the rewards. Whether companies seek to improve supply chain performance or implement new IT systems, learning helps them get from A to B faster and more effectively.

Partnering with SMG enables your firm to build a consulting practice with superior capabilities and provide your clients with the vehicle to drive their strategic vision. SMG has deployed its simulation technology in over half of the Fortune 500 to drive business results.

- > Implementing corporate strategies
- > Improving project performance
- > Managing organizational change
- > Developing effective leaders
- > Improving financial performance
- > Increasing shareholder value
- > Selling to executives
- > Adapting to market forces
- > Segmenting target markets
- > Improving business processes
- > Improving customer focus
- > Retaining and developing talent
- > Improving salesforce effectiveness

Your clients will benefit from a comprehensive roadmap to success, from the needs assessment stage through realization and ROI.



SMG's Simulation-Centric Approach

To achieve lasting results, simulation-centric learning is at the core of SMG solutions. Simulation, in the context of business, is a re-creation of the user's business environment for the purpose of changing behavior that affects a particular initiative, process, or system. Simulation creates an engaging, interactive environment to solve problems by thinking analytically and imaginatively. This "learn by doing" approach is the foundation of SMG's interactive simulations.

SMG improves individual and organizational performance by focusing on how people really learn, adapt, and behave.

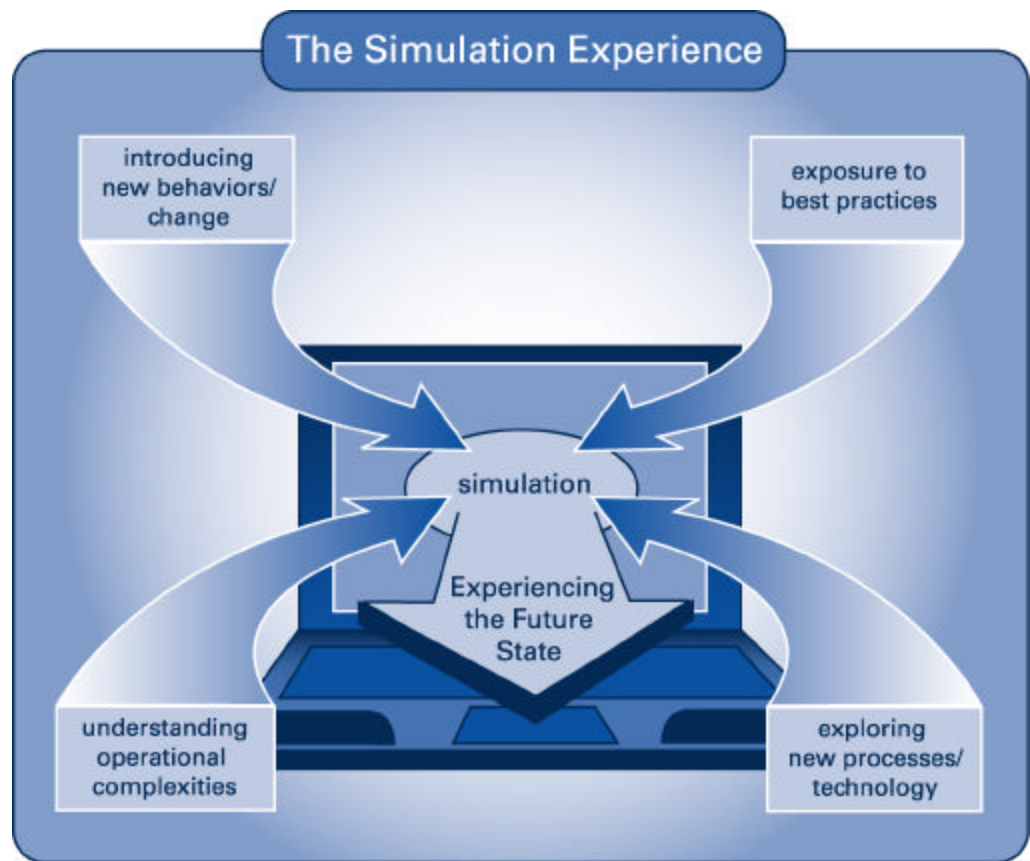
Why is simulation so effective in changing peoples' behavior?

Research on behavior(Lewin, Kolb, Piaget, Knowles, etc.) is clear: people need context and practice in order to understand the business imperative and what role they play in affecting results. Simulation gives users the opportunity to understand the business and grapple with the complexities and shifts in the system to experience the future:

- How behavior and action fit into a larger picture
- What situations will require new behaviors
- What the new behaviors actually look like
- When the new behaviors should, and shouldn't, be used
- How to make managerial, operational, and financial decisions
- How to weigh the costs and benefits of their options and make decision that are smart for the organization
- How to balance trade-offs
- How the behaviors impact different aspects of business, including financial results, getting things done, etc...
- How operational complexities can be overcome
- Exposure to best practices around an issue



As an expert in simulation-centric learning, SMG provides engaging, interactive solutions that foster more adoption, more collaboration, better decision-making and ultimately improved business results.





To achieve results, SMG follows a proprietary process and framework, which is supported by consultants who are experts in the issues and learning solutions. This overarching process and framework combines assessment, blended learning, consulting, and evaluation to build integrated solutions. The components of SMG's Solution Portfolio are implemented following SMG's Change Support Process and Realization Framework. By following this methodology, organizations get what they need to adapt and transform in order to compete in a dynamic and aggressive business environment.

SMG's Solution Portfolio includes:

- > [Assessment](#)
- > [Blended learning](#)
- > [Consulting](#)
- > [Evaluation](#)

> [Assessment](#) - Using proprietary assessment tools to capture organizational data, SMG helps clients to uncover the root causes of business performance issues. Cultural and procedural factors are evaluated to determine what gaps exist and what needs to be changed. The assessment results are compared to "best practice" metrics to gauge the scope of the performance improvement initiative.

> [Blended learning](#) - By combining targeted learning, interactive simulations, consultant-led workshops, and self-study programs, SMG provides a comprehensive learning experience that leveraging multiple delivery modes to maximize both individual and organizational improvement. By providing the context within which people can apply their newly acquired skills and knowledge to their job, the focus of learning is not strictly as a development activity rather it becomes a driver of business results.

Live - SMG's experienced consultants deliver facilitated workshops and sessions to help individuals build tangible skills and competencies. Live consultant led programs target specific client issues by combining group discussions and exercises, case studies, action planning, and interactive simulation to ensure the immediate application of new skills, knowledge, and best practices back on the job.

Online - To mobilize a critical mass of individuals, scalable solutions are designed to reach learners throughout a global enterprise. Individuals receive targeted learning that relates to a specific issue or strategic change initiative.

Self-Study - SMG provides high-impact learning in convenient self-study packages, available on CD, online, and paper-based.

> *Consulting* - Improving an organization's receptivity to change is crucial to implement strategic initiatives more effectively. SMG's expert consultants work with clients to develop an ongoing plan to sustain momentum and commitment for change. They design customized solutions that account for a client's specific needs and organizational culture. By using SMG's Realization Framework and providing an implementation plan for a learning initiative, SMG gives clients a roadmap that guides them in achieving their desired business objectives. By addressing both individual and organizational performance improvement, SMG's process facilitates what organizations need to adapt and transform in order to compete in a dynamic and aggressive business environment.

> *Evaluation* - By re-assessing an organization at the completion of a client engagement, SMG is able to demonstrate the measurable results of a learning solution.



SOLUTION 1: Maximizing Project Performance

Project Environment Assessment Tool
Project Leadership Live Engagement
Project Leadership On-line Solution
Understanding Project Management
Consulting and Change Support Process

SOLUTION 2: Managing Change

Change Readiness Assessment Tool
Managing Change Live Engagement
Managing Change On-line Solution
Consulting and Change Support Process

SOLUTION 3: Leading Organizational Improvement

Environmental Assessment Tool
Essentials of Business Leadership Live Engagement
Leading Teams to Success Live Engagement
Coaching for Growth Live Engagement
Leading Organizational Improvement Live Engagement
Leading Strategy Into Action Live Engagement
Maximizing Performance Live Engagement
Making Conflict Work Live Engagement
Developing and Using Influence Live Engagement
Framework for Leadership Live Engagement
Consulting and Change Support Process



SOLUTION 4: Shareholder Value Creation, Customer Driven Organization, Mini MBA, Working Capital Management (Strategy, Finance, and Marketing)

Maximizing Shareholder Value Live Engagement
Finance for Non-Financial Managers Live Engagement
Working Capital Management Live Engagement
Essentials of Strategic Marketing Live Engagement
Business Skills for Project Managers Live Engagement
Business Skills for HR Professionals Live Engagement
Business Skills for Sales Executives Live Engagement
Finance Iqnet On-line Solution
Marketing Iqnet On-line Solution
Why Finance Matters Self Study
Understanding Financial Statements Self Study
Consulting and Change Support Process

SOLUTION 5: Sales Driven Organization

Consultative Negotiations Live Engagement
Inside Sales Excellence Live Engagement
Leading Sales Projects Live Engagement
Leading Sales Teams Live Engagement
Persuasive Presentations Live Engagement
Product Training Live Engagement
Selling to Executives Live Engagement
Strategic Account Penetration Live Engagement
Winn/Loss Review Live Engagement
Consulting and Change Support Process

SMG has used this realization framework for over 20 years to help clients achieve results. The following examples illustrate how SMG uses learning to solve real business issues.

Client: Fortune 500 IT leader

Issue: Selling high-value solutions to senior-level buyers

Solution: SMG's Mini-MBA workshop, designed to help sales professionals use business terminology that speaks to senior executives.

Impact: The client's sales professionals can sell higher in an organization through the ability to understand their prospects' business needs and by presenting cost-justifiable solutions.

Client: Fortune 500 manufacturing company

Issue: Executing projects more effectively

Solution: After gathering assessment data with PEAT® (Project Environment Assessment Tool), SMG provided the client's project managers and team members with Tools & Techniques, an introductory workshop in project management best practices.

Impact: As a result of SMG's solution, the client's manufacturing projects are executed more efficiently and effectively, leading to improved profitability on project work.

Client: Financial services leader

Issue: Managing workforce performance more effectively

Solution: SMG's Managing Performance online solution for the client's 7000+ managers

Impact: The client has improved performance organization-wide through its managers' ability to create effective goals, address performance problems, provide useful feedback, and communicate the strategic importance of business initiatives.

Client: Worldwide leader in business software

Issue: Transitioning to a "solution selling" environment

Solution: SMG developed a custom simulation that enabled the client's account managers to focus on solving business issues and to communicate the economic value of their solution.

Impact: The client's account managers can take a consultative approach with their customers by providing high-value solutions, rather than transactional product sales.

Client: Global electronics leader

Issue: Developing effective leaders

Solution: SMG used its Olympus simulation in a senior management workshop designed to illustrate organizational leadership issues such as building strategies, aligning the organization, accelerating change, and leading people.

Impact: The client's executives now possess the skills and strategies to lead the organization more effectively.

Client: Global auditing firm

Issue: Improving service to strategic markets

Solution: SMG developed the Financial Services Learning Initiative, a comprehensive online solution that educated the client's workforce about the trends, issues, and business drivers of the Banking, Investing, and Insurance sectors.

Impact: Based on their enhanced knowledge of the Financial Services Industry, the client's auditors are able to provide exceptional service to their clients.