THE CLIENT’S CHALLENGE
▶ Kärcher can look back on a very successful business year in 2012. Once again, the family-run company has achieved above-average growth figures, created many new jobs and increased its global market share: The global market leader in cleaning technology has achieved new record turnover figures and the highest number of sales in the company’s history. Innovative and sustainable products, developed to meet customer requirements, are an important factor in Kärcher’s growth.
▶ After many years of successful training with TOPSIM – Management Simulations Kärcher wanted to develop a special and challenging training for its senior management conveying the understanding and implementation of Kärcher’s strategic development.

THE SOLUTION
▶ To meet the client’s challenges we developed a management simulation with a strategy game nature – known as “Management Wargaming” in the anglo-american usage.
▶ Customized on Kärcher’s specific business areas, target groups and strategic elements the focus was on the development and the evaluation of strategic moves for a common understanding.
▶ The strategy game itself:
Over 4 periods, each simulating one business year, participants take over the management of a virtual company and decide on a strategy and the products’ main aspects from a customer perspective (e.g. quality, pricing, sales and communication strategies).
Therefore, highly dynamic situations due to the consideration of qualitative features were accomplished.
The main indicators for success are based in psychological empathy, as well as well-founded prognosis of the customers’ and competitors’ dynamics.
THE VALUE FOR THE CLIENT

- With this training approach a better understanding for Kärcher’s corporate strategy could be achieved.
- Senior managers got the chance to take a bird’s eye view on a corporation, to develop their own strategy and identify the impacts.
- The combination of open and closed elements with a strategy simulation framework offers more space for the participants’ ideas and strategies.
- Perfectly suitable for target groups with existing fundamental business knowledge and senior management levels.

“**We are thrilled by the simulation and the excellent seminar!**

The dynamics of the management simulation inspired us and activated the participants – we are currently looking for possibilities to implement this simulation to other business areas and levels.”

**Oliver Kubaschek**

Head of HR Development, A. Kärcher GmbH & Co. KG