

# Wargames

## Pre-empt your competitors

### Why are Wargames important?

**In any strategic setting, you must always consider your plans from the external perspective, so that you understand your weaknesses before someone else does. What competitor reaction will you provoke? How could they pre-empt you? Outflank you? And what will be the reaction of consumers and consumer groups?**

When you've considered all of this, you'll be able to improve the robustness of your product, develop an edge over the competition, and dramatically increase your chance of success.



The Coaching Ideas Wargame workshop will help you to identify possible scenarios and create new solutions.

### What happens in a Wargame?

Working with your real-life business situation and plans, we enable you to test your strategy against likely competitor activities and market place changes.

Using team coaching methods, creative thinking techniques, in a structured framework, we will help you to:

- Get inside the mind of your competitors and see yourself from their perspective;
- Predict what competitors could do to derail your plans;
- Anticipate the key threats to your product in the marketplace;
- Identify areas for immediate improvement;
- Prepare your future responses to new scenarios.

### Who are Wargames intended for?

Wargames are specifically designed for businesses that thrive on innovation, new technology, and new ways of meeting consumer needs. So whether you are a large multinational or a fast growing start up, then Wargames will keep you several steps ahead of the competition.

### How do we run a Wargame?

Wargames are structured, one or two day, off-site workshops which involves the senior team and all of the functions required to bring your product to market. By ruthlessly interrogating your product, technology, and plans from an external perspective, we uncover the reactions, responses, and pitfalls that lie ahead. Then we work out what has to be done to ensure that these either don't happen, or develop contingency plans.

### Who will lead the Wargame?

The Wargame will be led by Ian Walton.

Ian is a PhD scientist, with over 25 years of global business experience, including 10 years of R&D leadership and coaching experience in both Japan and Thailand.



Ian's consultancy, Coaching Ideas, facilitates Wargames and strategic workshops for major global companies including Unilever, Bristol Myers, Mead Johnson, Pepsi, Firmenich, Dow Corning and Philips.

### What if we do a Wargame?

Firstly, expect to increase your edge over your competition. Also, because it involves all key functions, you'll create a more aligned team who are highly focussed on success. And ultimately success is the name of the game, isn't it?

**Coaching**  
**IDEAS**

**Coaching Ideas works with companies to develop innovative behaviours**

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