



DISCOVERY LEARNING®

Better resources. Better leaders. Better results.



PressTime®

PressTime®, a computer-driven simulation, immerses a team of leaders into the challenge of operating a business threatened with loss of market share. It explores effective, strategic leadership on dimensions of both cognitive and emotional intelligence. It deals with strategic planning and implementation as well as self-awareness and reflection. In a realistic situation, PressTime® presents challenges of planning as a team, managing personnel and financial resources, gathering and interpreting technical data, addressing customer and market expectations, and promoting scientific research for

future development. A debriefing session critiques the performance of individuals and the team.

PressTime® helps organizations to:

- **Improve** teamwork and interpersonal communication skills
- **Develop** strategic leadership and problem-solving skills
- **Develop** improved decision-making capabilities
- **Identify** participants' team leadership strengths and development needs
- **Enhance** leadership during critical organizational projects
- **Understand** trade-offs among objectives and appreciate the long-term implications of short-term decisions

PressTime® is a powerful simulation that:

- **Compresses** real-world situations calling for decisions into a learning opportunity
- **Compels** individuals to interact in ways that reveal their typical interpersonal styles
- **Creates** learning opportunities through feedback from trained observers
- **Produces** multiple sources of feedback on team and individual performance
- **Employs** measurable factors to determine the success of the team

PressTime®
Improve strategic thinking and
realize the benefits of cross-functional teams

The Simulation

Participants in *PressTime*[®] are managers in the second largest manufacturer of offset printing plates. The company makes photographic printing plates and currently holds about one-third of total market share. The company's major competitor recently introduced a superior plate which sells for the same price. A cross-functional team of managers has been assembled to put an improved printing plate on the market in six months or less.

The team members include a marketing manager, planning manager, manufacturing manager, business manager, HR manager and technical managers who report to a product development manager (up to eight team members total) in a matrix structure. The team is charged with selecting, developing and bringing a product to market.

While meeting this challenge, numerous complex technical, financial, marketing, and personnel decisions must be made.

- Can the budget stand hiring another senior engineer?
- Is project development strategy working? If not, should a new strategy be adopted in mid-stream?
- Will the new product meet the necessary "specs" by the market entry deadline?

As one measure of performance, enterprise outcomes are reported in financial terms.

*“Unlike other computer simulations,
there is a straight line
in PressTime[®]
between 'people' decisions
and the bottom line.
The better the leadership,
the bigger the bucks.”*

— Management Review



Materials

Supply Kit contains:

- Company annual reports for participants
- Project Assignment booklets describing the task of the team
- Case booklets for participants
- Role packets with description of role, authority, responsibilities and information unique to each role
- All necessary information and handouts for facilitators including in-sim memos and advisories

Facilitator Guide provides:

- Planning instructions to get ready for simulation
- Detailed instructions for conducting simulation
- Debrief guidelines
- Simulation software that reports business conditions and receives management input
- Spreadsheet software that provides off-line calculation capability for estimating effect of changes on the market

Quick Guides provide:

- Condensed step-by step instructions for the “President” facilitator
- Condensed step-by step instructions for the Team Facilitator(s)

PressTime[®] facilitators should have experience with group facilitation, debriefing, delivering feedback, and with team and organizational development. Certification as a facilitator is required.

***PressTime*[®] works well with:**
Change Style Indicator[®]
Decision Style Profile[®]
Discovery Leadership Profile[™]