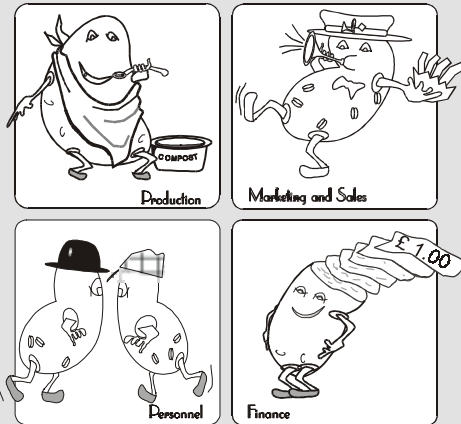


## Melnikoff history

Melnikoff was originally developed in 1976 for MBA and DMS courses to allow academic participants to experience a "Real market" and to illustrate the interdependence of functional areas. The simulation has continually evolved since then and has been widely used for both academic and corporate training. Literally hundreds of Melnikoffs have been run as part of: MBA programmes, Ex Military for business experience, BBC management courses and used by such companies as BT, Cadbury Schweppes, Clarks, Amersham and Kodak.



## Typical timetable

- Weekend, Friday to Sunday with introductory sessions as required.
- Weekdays, three days with introductory briefings and /or lectures.
- A one week course combining lectures prior to the simulation typically:- Competitive Analysis, Cash flow forecasts, Marketing for non marketing managers and The Business Plan, with post simulation analysis.

All include Individual and Team Tuition, Training and Feedback.

## **B and W ASSOCIATES**

Contact me: Chris Whitaker, or look at our Web site,

[www.BandWAssociates.co.uk/Melnikoff](http://www.BandWAssociates.co.uk/Melnikoff)

Tel. 01707 874494 Fax 01707 872529

Email [chriswhitaker@BandWAssociates.co.uk](mailto:chriswhitaker@BandWAssociates.co.uk)

# Melnikoff



Management Development  
for groups and individuals

## Would the following help?

Team dynamics in a functional environment  
Communication skills dynamically illustrated  
Marketing analysis and effect  
Cash flow and budgeting  
Production coordination and demand matching  
Personnel control and negotiation skills  
A proven management development vehicle

**Melnikoff can provide this and more....**

In a few days we can give participants a personal experience of the problems of running a business.

## How does Melnikoff work?

- Melnikoff simulates the setting up and operation of a business operating in a “Real Market”.
- The companies develop their own market and compete with each other for customers within the market place. The market is dynamic and reacts to the decisions of the companies.
- Melnikoff runs with three to five teams with 4 to 6 participants in each team.
- The simulation is intensive and uses four experienced umpires to provide support and instruction together with Team Building, Negotiation and communication skills.

## Melnikoff allows...

Participants to “Look outside the box” In many situations people become “Function centric” and have difficulty in understanding company operations from other functional perspectives.



We recommend that participants take a different role to their normal company role. This allows participants to experience the “Value and Contribution” of other functional areas to a companies success.

## Why you should use Melnikoff...

- It provides a feel for the consequences of experimentation in a real economy without taking the consequences in the real world.
- It builds communication and team skills and contributes to group and individual development.
- It develops participants’ analytical skills and encourages adaptability in dealing with a complex environment.
- It is a proven vehicle both in academic and business environments.
- Lectures and briefings by MBA lecturers can be integrated.
- It is a flexible tool, can act as a stand alone exercise, form part of short or longer course tailored to your needs.

## Individual and Company feedback

Performance feed back is provided in several ways:



Individual performance, and contribution to the group. Performance of the Company against the stated objectives. Performance of the Company in a competitive market environment. Performance of the product in the market place.

