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TIPS for Working through the Conscious Capitalism Simulation and Task 1

There are real benefits to applying your knowledge in a simulation.

Here are some top tips from the Capstone Faculty Team to make your Capstone experience as educational and successful as it can be.

1



Prepare your foundation before building

We know you are excited to build your business...but if you do not have prior knowledge in **Conscious Capitalism** or **Strategic Planning** please take the time to engage with the reading in the course of study to lay a strong foundation.



2



Engage with Course Faculty

- Register for a cohort (on the Cohort Page of the Course of Study) and attend
- Set an appointment with your Course Instructor to review questions that come up

After reading through the Course of Study, students should reach out to their course instructor with questions .



Time spent reading and planning at the beginning saves time and frustration at the end

3



Look Before you Leap

- Take time to plan your strategies prior to jumping in
- Select your strategies and make decisions that are aligned to YOUR selected Mission, Objectives, and Strategic Thrusts

4



Make Informed Decisions

- **Every Quarter:** Read **ALL** memorandums, industry news, studies & marketing reports
- Consult the **Final Check** prior to submitting **each Quarter** and **adjust** decisions accordingly
- Each quarter should take 2-3 hours

Listen to the Simulation...Do not submit a Quarter if the Final Check tells you there are errors.

Work with your Course Instructor if you are scoring low after Quarter 3. They are there to help you get on track.

5



Know your Score

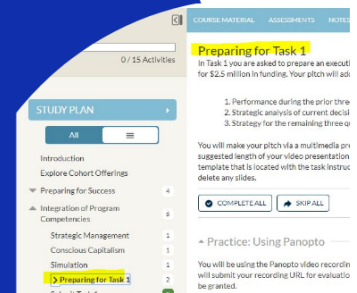
- Monitor your overall score on the Cumulative Balanced Scorecard
- Higher Value = Stronger Performance
- It must be a positive number at the end of the simulation in order to pass the simulation

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Quarter 4 - Things to consider...

- Read through the Preparing for Task 1 section of the course of study
- Reference instructions for Task 1 as you enter Quarter 4 decisions
- Be sure to complete the Tactical Plan and Proforma Financial Plan
- After you have written Task 1 and entered decisions for Quarter 4, export the completed Tactical Plan in **Excel Format only**
- Consult the Final Check and adjust decisions accordingly





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Task 1: You are making a pitch to venture capitalists for \$2.5 million in funding.

- Your pitch will address the following elements:
 1. Performance during the prior three quarters
 2. Strategic analysis of current decisions (SWOT analysis)
 3. Strategy for the remaining three quarters
- Pitch is presented in a Panopto video recording.
- Use the multimedia template provided with the task instructions. You may add additional slides if needed, but do not delete any slides.

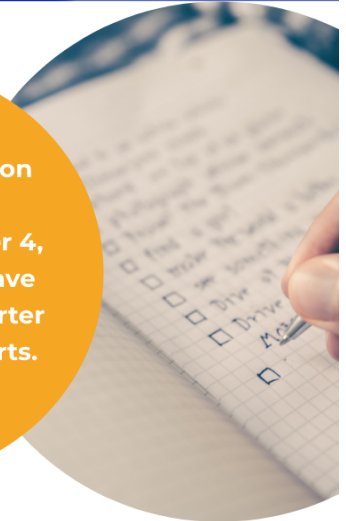
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Task 1 Checklist:

- Did you attach the **completed** Tactical Plan **as an Excel File**?
- Did you include detailed presenter notes?
- Submit Quarter 4 of the simulation as soon as you submit Task 1.

Note: The simulation will pause after submitting Quarter 4, but you will still have access to prior quarter decisions and reports.



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While you wait for Evaluation

- Review past decisions and performance, continue to hone strategy for Quarters 5 & 6
- Start working on Task 3
- Do not submit Task 3 until Task 1 is Passed and Task 2 is submitted



Have confidence in your ability to apply what you have learned throughout your MBA Program journey and you will be successful.