

## Letter of Reference

### To whom it may concern

At Frankfurt School we are happy to recommend SIMDUSTRY® to companies looking for comprehensive and tailor-made development programs for various staff levels.

Since 2013 we are working together with Simdustry for different companies – eg. for Life Science and Automotive Companies. Typical program parts in our cooperation with Simdustry are focusing on two areas: “People” and “Business Metrics”.

#### “People “

In close cooperation with us SIMDUSTRY® designed 3 modules:

1. Leading myself and others
2. Managing performance
3. Building high-performance teams

Each module combined theoretical input, companie-specific contents and individual participant focus by:

- Basing competence building and performance management on relevant Competency Models
- Encouraging reflection on personal strengths and development areas and creating Action Plans
- Applying the input directly to the participants’ real situations and teams
- Training situations (feedback giving, team building ...) from the participants’ daily work

#### “Business Metrics”

For the topic “Business Metrics” two simulations of SIMDUSTRY® are used: *SIMcompact* followed some month later by *SIMflex* - deepening the former insights.

With the board simulation *SIMcompact* the participants acquired the relevant basics of financial knowledge and the overview of strategic leadership in different business scenarios.

This learning was deepened as well as widened by SIMDUSTRY® *SIMflex* - a highly interactive 3-days board simulation, where the participants experienced the challenges of dealing in a competitive environment and the need to align corporate strategy and finance in a changing environment.

All learnings were transferred to the business reality of our customer companies – providing a highly effective link between the learnings within the virtual board simulation and entrepreneurial thinking & action needed in the company.

In both areas of trainings – “People” and “Business metrics” we are especially impressed by:

- **The high degree of customization** provided by SIMDUSTRY®:  
Through pre-course questionnaires the trainers were able to flexibly adapt to individual participant needs and interests. Also evolving company specifics were adapted into the program as changes occurred.
- **The huge variety of methodologies** used by SIMDUSTRY®:  
Participants benefitted from interactive methods within all trainings - ranging from illustrative videos to creative group works and comprehensive PostWorks to consolidate and deepen learning.
- **The trainers** leading the SIMDUSTRY® trainings:  
In their feedbacks to us the participants highlighted the trainers’ energy, enthusiasm and professional competence.

Based on the demonstrated expertise and performance quality of SIMDUSTRY® and their trainers, we can only provide them with our superior reference.

We recommend them unconditionally as a highly competent partner being reliable & supportive at all times!



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