

We deliver tailored learning experiences that make sense of our complex and uncertain business world, with fun.

Learning that makes sense

From the business world

Our programs explore the dynamics of the business world and provide the tools to look at the bigger picture and understand how organizations can perform better.

Our learning experiences can be cross-dimensional or focus on finance, strategy, marketing, project management, leadership, governance or fundraising.

For you and your organization

Every learning journey is designed to energize, enlighten and empower participants of all levels, from young talents to senior executives. We draw the link with your organizational needs, so you know what to put into action to reach the results you want.

For society

We are committed to sustainable business performance, which is why our programs integrate systematically an environmental perspective.

AquaFin dedicates 10% of their time to volunteering, in the form of Budgeting Education in social institutions.



Learning made fun

Action learning allows participants to learn and retain information more efficiently, by applying their knowledge in a risk-free environment. That is why our programs tap into gamification to yield optimal results, be it business simulations, cases or roleplays.

Learning from experts

Whatever we teach you, we are experts in what we are talking about! Our team is composed of experienced CFOs, Board Directors and other business professionals, whose experience help us bring you the most relevant content for your needs.

Meet our founder!

Anne Frisch is a French business expert with a global heart. Based in Paris, she taps into her experience around the world and across industries to give AquaFin its unique touch. Her activities as business trainer and professor at HEC Paris are complemented by various roles as CFO and Board Director in companies of all sizes in the private sector.



FINANCE

Financial literacy for all decision-makers, from top to bottom.

From salespeople to line managers, get your stakeholders up to speed to **understand the financial consequences** of their short- and long-term actions, and to be able to **communicate with your organization's leaders** for sounder business decisions.

Available
Online

Non-financial stakeholders | Team-based | Simulation | 2 to 16 hours

Learn the jargon that matters

Know your impact on financial KPIs

Apply your knowledge to your organization

From the start, **learn key concepts and build financial statements** together, starting small, with the example of a simple company.

Tapping into a more complex, simulated company, come to understand **how your actions impact your organization** financially and its sustainability.

We empower you to **visualize interdependencies** at the company level and **use finance as a common language** across departments and hierarchies.

KEY CONCEPTS

Balance Sheet, Profit & Loss Statement, Cash Flow, Working Capital, EBIT, ROCE, Value Drivers, Performance, Profitable Growth

Our unique value proposition?

- Participants identify **real-life actions** to take on the job.
- Gamification allows trial-and-error in a safe environment and teaches **knowledge that sticks**.
- Our facilitators are **seasoned CFOs** and professionals in active learning.

GET IN
TOUCH

STRATEGY

Turn your anticipation skills into sustainable growth.

Teach your workforce the **key to business success**: from understanding cause-and-effect relationships to the rational allocation of resources, participants will integrate how a well-defined **strategy is the backbone of sound business decisions** and how their actions feed that purpose.

Available
Online

Young talents, Managers | Team-based | Simulation | 1 to 2 days

Learn to grab business opportunities

Thrive in a competitive environment

Steer your organization's decision-making

In a simulated environment, **identify business opportunities** among a multi-product portfolio with multiple customer profiles and **design your strategy** accordingly.

Build a business intelligence system to **analyze competitors and market response** to your products while **allocating resources consistently**, with profitability in mind.

By the end of the program, you will be able to **decrypt the dynamics of your own industry** and identify how you can **help your organization implement its strategy** successfully.

KEY CONCEPTS

Value Proposition, Value Architecture, Profit Equation, Price, Value Curves, Resources Allocation, Customer Centricity, Economies of Scale, Game Theory.

Our unique value proposition?

- Participants experience competition among themselves, so they can **share perspectives** and learn more efficiently.
- We give you the tools to successfully launch your **intra-, entrepreneurial and startup projects**
- We introduce examples based on our experience from a **broad range of industries** that matter to you.

GET IN
TOUCH

PROJECT MANAGEMENT

Your roadmap to getting projects started, or back on track.

Available
Online

Never let your projects spin out of control again: let your starters and experienced project managers develop their capacity to **identify projects threat, design solutions and implement them** while ensuring maximal business value and stakeholder satisfaction.

Project managers and their sponsors | Team-based | Simulation | Up to 1 day

Get your head around
why projects fail

Identify best practices
in use

Ensure the success of
your projects

Take part in a challenging simulation and **explore the main reasons for project failure**. Learn to recognize similar situations, identify solutions and choose the best one.

From stakeholder management to the use of resources, learn to **prioritize, negotiate** with your team and **identify success factors** of project management.

Thanks to experiential learning, develop the needed skills to **balance out business value, schedule and cost** in your real-life projects.

KEY CONCEPTS

Project Scoping, Time Optimism, Value for Effort, Efficient Teams, Pit Falls Identification & Mitigation, Business Value Maximization, Agile Leadership.

Our unique value proposition?

- Action-learning allows participants to develop **better responses, faster reaction time and openness to alternative solutions**.
- We transfer knowledge about the soft side of project management, including **communication, leadership and agility**
- Our facilitators are **experienced project managers** with multiple industry backgrounds.

GET IN
TOUCH

SUPPLY CHAIN MANAGEMENT

Let your supply chain become your growth muscle.

Available
Online

Achieve **improved customer satisfaction and profitability** by developing a solid supply chain management strategy. Find out how your value architecture can support your supply chain and **optimize your inventory**.

Operational employees in big organizations | Team-based | Simulation | Up to 1 day

Identify what impacts
supply chain
performance

Reach better-informed
inventory decisions

Optimize your client
satisfaction and
profitability

Learn to **anticipate potential risks and understand the root causes** of inventory challenges and bottlenecks in production.

Reduce obsolescence, shortages risk and lead times, learn to prioritize resources and **respond better to supply chain challenges**, by leveraging collaboration and information-sharing.

Develop **optimal, stress-free client-supplier relationships** and increase your profitability, thanks to improved production planning, better use of resources, demand management and sales forecast.

KEY CONCEPTS

Buffer Strategies, Bullwhip Effect, Last-minute Changes, Forecast To Suppliers, Bottlenecks, Make-to-order Vs Make-to-stock, Lead Times.

Our unique value proposition?

- By using simulations, we allow participants to **make concrete decisions in a risk-free environment**.
- Experiential learning yields long-term results among participants and lets them **integrate knowledge intuitively, for good**.
- For more senior profiles, we **articulate our supply chain and finance programs**.

GET IN
TOUCH

MARKETING

Customer centricity: your key to unlock business potential.

Available
Online

Curiosity is the secret of good marketers: to create an offer that has value for your customers, you will need to **extract the most meaningful information** from a large range of resources and leverage them to **design and implement smart strategies** that lead to profitable growth.

Young talents and generalists | Team-based | Simulation | Up to 1 day

Unlock powerful
customer insights

Develop an offer that
wows your target
group

Build a strategy
focused on customer-
centricity

Learn how to conduct a
market research, find, and
**isolate only the relevant
information** about a new
customer segment.

Explore your customers'
willingness to pay,
understand their behavior
and discover what keeps
them engaged. Identify
what holds value for them
so you can best serve them
and outperform
competitors.

Lay out a roadmap that
allows you to cater to your
customers expectations
while making the most
cost-effective use of your
resources to **reach
profitable growth.**

KEY CONCEPTS

Customer Centricity, Customer Discovery, Business Acumen, Offer Development, Pricing, Business Value, Key Performance Drivers, Uncertainty

Our unique value proposition?

- Participants learn to **go the extra mile in their market research** and to create concrete, actionable strategies with their available resources
- Our engaging simulations help you **develop your digital workplace and online collaboration environment.**
- Participants learn to **articulate marketing with other aspects of the organization**, such as strategy, finance or supply chain.

GET IN
TOUCH

SUSTAINABILITY

Your organization's transition to sustainability? Makes business sense.

Climate change is on everyone's lips, yet **what does it mean for your business?** Be it production, supply chain, the offering or other dimensions of your activity, **explore the potential of sustainable operations and decision-making on your organization.**

Available
Online

Young talents and managers | Team-based | Simulation | Up to 1 day

Explore the
opportunities of
sustainability

Identify levers to
facilitate your business
transition

Become an inspiring
change agent for your
business

Discover the measurable effects of climate change and understand why transitioning to a sustainable organization **makes sense from a societal and business perspective.**

Spot the levers your organization can tap into to kickstart your transition, not just to sustain your activity, but also to **unlock new business potential.**

Map out your action points to **bring your organization and its stakeholders on board** in this innovative journey. Lead your company in making socially and environmentally fair decisions.

KEY CONCEPTS

Triple Bottom Line, Science Based Targets, Climate Change Impact, SDGs, ESG Investing, Circular Economy, Green-branding, Short-Term vs. Long-Term Dilemmas

Our unique value proposition?

- **We think sustainable and we speak the language of business:** participants learn to make measurable, meaningful business decisions in line with current sustainability guidelines, and based on their business reality.
- Our facilitators are **business professionals with extensive experience** in finance and sustainable transitioning.

GET IN
TOUCH

LEADERSHIP

Strategic decision-making and collaboration at the top.

Unlock your executives' potential and instill collaboration among your organizations' top experts: develop your communication and strategic-thinking skills for **improved decision-making, better business results and less inner politics.**

Senior executives & ExCom members | Team-based | Simulation | Up to 2 days

Grow your influence on the decision-making process

Foster decision-oriented dialogs with your peers

Drive your executive teams to their full potential

Explore the dynamics of decision-making, identify limiting beliefs, and **learn to foster more openness to alternative choices.**

Improve communication between experts and senior executives: collaborate on alternative opinions, negotiate and, **reach decisions that make business sense.**

Develop and deploy a vision that sets you apart from competitors. **Inspire your organization** to respond with agility and efficiency in the face of disruption.

KEY CONCEPTS

Leadership, Competition, Red and Blue Oceans, Decision Making, Disruption, Change Management, Strategic vs. Operational Dilemmas.

Our unique value proposition?

- Thanks to gamification, participants experience the dynamics of an ExCom, and **learn to adapt and thrive in a continuously evolving environment.**
- The mix of soft and business skills allows participants **to immediately start playing a constructive role together with their peers.**

GET IN
TOUCH

GOVERNANCE

Bridge the gap between your stakeholders' insights & business success.

As a CEO, learn to **steer other board members and stakeholders around a common vision**. Tapping into their insights, develop and implement a strategy that will **drive your organization's success in a complex and uncertain world**.

CEOs and Boards of Directors | Team-based | From half to a full day

Foresee when your strategy needs a facelift

Get your stakeholders on board

Lead your organization to profitable growth

Learn to proactively question, adapt or change your strategy while assessing your risks to stay **on top of market opportunities and competitive threats**.

Listen to the signals sent by your stakeholders' and society - younger generations, activist funds, NGOs, etc. - and **integrate** them to **set** the best strategic course.

Integrating yours and stakeholders' ideas and concerns, identify how to implement and **execute your strategy** across a complex organization.

KEY CONCEPTS

Business Performance, Strategy Map, Balanced Scorecard, Risk Management, Stakeholder Management, Board of Directors, Mergers and Acquisitions.

Our unique value proposition?

- Through a **hands-on, team-based roleplay**, participants will develop their understanding of stakeholders' rationales and identify key levers for discussion, while meeting other CEOs.
- In this playful environment, participants will take a step back by **projecting themselves in another industry** to optimize their learning.

GET IN TOUCH

FUNDRAISING

Financial bootcamp for startups: your toolkit to value your project & raise capital.

Available
Online

Fundraising is vital for a business in its early stage: get up to speed with your financial knowledge, **grow the skills to value your business**, and **decide of the strategy to get the funding** your company needs to scale up, while remaining in control.

Startuppers & entrepreneurs raising funds | Case-based | Up to 1 day

Grasp the
fundamentals of
business finance

Demystify & learn to
value your own
project

Get your company
funded the way you
want

Master the essentials of
business finance to **create
management dashboards
and tools** that help you
make sound, fact-based
decisions.

Discover the range of
methods to value a
company, compute the
actual worth of your
project and **keep the upper
hand in investment
negotiations.**

Explore how fundraising
rounds work and how to
raise capital for your
project while **keeping it
under control.**

KEY CONCEPTS

P&L, Balance Sheet, Return On Equity, Cash Flow, Working Capital, Volume Vs. Value Pricing, Net Present Value, Cost of Capital, Real Options, Strategic Investments.

Our unique value proposition?

- Our approach helps funders **gain clarity and set up their financial roadmap**, identifying sensitivities and **finding the right combination of funds to raise.**
- We tap into cases and apply them to participants reality, so they identify actions to **drive the success of their project.**
- **Our facilitators are experts** in finance and fundraising.

GET IN
TOUCH

Games

that we use in our programs



The Beergame App

CELEMI

Agile Move
Apples & Oranges
Cayenne
Enterprise
Decision Base
PartnerStock

DiG Business Learning

Discovery/Innovation/Growth

Sustainability

Fresque du climat
Fresque de la mobilité

Greytogreen

MEGA Learning

The Customer Value Challenge

The Beergame App

Your game here?

Get in touch ! We are always keen on discovering new ways to teach business in a fun way.

Customization

Programs that look like you

We acknowledge that each organization has its own needs when it comes to training employees, and customization helps companies better respond to their industry-specific challenges.

Get in touch with us, and based on your business challenges, skill gap, corporate culture and industry:

1

Either **we design a new program**, from scratch

2

Or **we adapt an existing program** to better fit your organizational needs

