



# WAR GAMES

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## Is Your Team Ready For Battle?

Ever wonder how top companies seem to know what competitors do before they do it? It's not luck. They know to succeed you need a time-tested battle plan that anticipates every possibility. In other words, you need to WarGame.

### *Think Like a General*

WarGaming has been a military tool for centuries. Now, WarGaming is as necessary in business as military wargames are to the Pentagon. WarGaming can be a great way to find out if your current strategies are really working.

### *Unlock Your Potential*

Most of the information you need is hidden within your organization. WarGaming allows you to unlock knowledge that can help you discover innovative strategies, identify blind spots, and get a new perspective on old problems.

### *WarGaming Helps You Win!*

**WarGaming taps into basic human urges – game-playing and competitiveness – to create new business strategies.** WarGaming helps new thinking about strategic change emerge by modeling business within a simulated, competitive environment.

**WarGaming helps identify company and competitor blind spots.** WarGaming uncovers things which may not otherwise receive attention in more conventional planning activities.

**WarGaming forces participants to explore the implications of several alternative futures.** By surfacing challenging and altering beliefs, you can test your assumptions in a harmless environment.

*“WarGaming allows you to unlock knowledge that can help you discover innovative strategies, identify blind spots, and get a new perspective on old problems.”*



**WarGaming allows your company to make mistakes when it won't hurt the bottom line.** A mistake in judgment during a war game can be very useful learning opportunity, whereas the same mistake in “real life” could mean disaster.

### *North Star Knows WarGaming*

North Star Leadership Group has developed successful WarGaming methods for businesses for over a decade. Executives have told us time and again this is the most practical, enlightening and useful strategic tool at their disposal.

### *What Our Clients Say*

“You've created a new standard for forward-looking thought leadership not only for our group, but for our firm.” – a leading global consultancy.

“This is the best consulting engagement that we've experienced, particularly at the Executive Council level. I've never seen this group working together so seamlessly. Great job!” – CEO of a Fortune 100 Company.

## **Avoid Business Planning Pitfalls. Plan a WarGame for your company today!**

To learn more about **WarGaming** and other services available from our unique think tank, contact us at 602.504.8787 or info@nslg.net.