

Narrow Margins

Problem Identification, Solution Finding and Process Improvement



Narrow Margins is a competitive small group activity where up to 4 teams must assimilate a large volume of information, process and analyse that information, then use it to create a workable strategy. This strategy has then to be costed and a commercial proposal prepared, in order to present a detailed business plan to a prospective customer to win a business tender.

The activity is about determining an appropriate transportation route to move a berthed canal boat by road to one of three alternate launch points, using data provided and an extract of an Ordnance Survey map. The group is separated into teams which have to compete against each other to win the available tender to transport the boat.

Narrow Margins will take up to 60 minutes with four groups. With each group of between 2 - 4 people, the exercise can work with between 4 and 16 participants. 45 minutes of planning activity is followed by 4 x 3 minutes 'sales' presentations.

The scenario presented in Narrow Margins is that the competing teams are trying to win a tender to move a berthed canal boat to one of three alternate launch points by road. Using the data provided and an extract from an Ordnance Survey Map they must identify an appropriate and feasible route; accurately cost their preferred route choice; then prepare a costed proposal and a 3 minute presentation for the final chance to impress the buyer and win the tender!

Narrow Margins is an ideal activity to demonstrate the full business cycle from a tender request that requires a significant amount of detailed analysis of information to create a commercial business offer, creating a powerful sales presentation, and finally persuading the buyer to award the work in competition with other suppliers. Those familiar with the Hermann Brain Dominance Instrument will see this as a Whole Brain team activity.

Suggestions are provided for the review (which should be planned as additional time) focussing on areas such as

- Information Management
- Delegation of Responsibility
- Strategic Decision-Making
- Presentation & Influencing Skills
- Team Leadership



To add NARROW MARGINS to your resource library:

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