

Advanced training event trains commercial trainees



BUSINESS GAME MAKES MANAGEMENT TANGIBLE FOR TRAINEES

Business life is full of imponderables. Our commercial trainees were given a vivid insight into the changing everyday life of modern companies during an annual training event on 21 October. Under the guidance of the external lecturer Dr. Heike Scharff, the prospective specialists deepened their knowledge of business administration and at the same time experienced the spontaneous twists and turns of economic life with the help of a business management game.

A business simulation is a proven learning method for the simplified and practical presentation of business contexts. Business games train leadership skills and practise management competencies in a playful way. They are therefore part of the training of commercial trainees at deuka Tiernahrung Cremer.

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"By working in teams, the simulation goes beyond mere knowledge transfer. The close coordination in the groups trains teamwork, judgement and decisiveness - all skills we want our future professionals to have."

Miriam Seibt, Employee Human Resources Department / Training





"Business administration at your fingertips"

At the presentation event at the Düsseldorf headquarters, heated discussions and new moves alternated with entertaining teaching units. All moderated by speaker Dr. Heike Scharff. Scharff holds a doctorate in business administration, is a trained business coach and business game trainer. Since 2017, she has been teaching the next generation of specialists at Germany's largest private compound feed manufacturer.

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"The business game combines the theory and practice of business management in a unique way. Here, young people experience business management at first hand and hands-on."

Dr. Heike Scharff, Business Coach and Business Game Trainer

More than just imparting knowledge - the business game trains soft skills

A total of eight trainees practised business management in the simulation game. Divided into four groups, each team managed a fictitious company that had to deal with individual adversities on a turn-by-turn basis. Missing material deliveries, accidents at work or waves of illness: Random events presented our trainees with ever new challenges.

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"The event was really a great experience. The business simulation was a great way to summarise what we learnt at school in business administration. Not only does it improve our understanding of how things work in a company, it was also helpful exam preparation."

Gereon Cremer, commercial trainee



Teamwork for a common goal - In the business simulation, group work is a key to success (© Deutsche Tiernahrung Cremer)



Business game trainer Dr. Heike Scharff teaches with charm, charisma and a lot of business knowledge (© Deutsche Tiernahrung Cremer)

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