



Trout Creek Consulting, LLC

Creating Value Through Improved Decision Making(SM)

May 2009

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Greetings!

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Welcome to the inaugural edition of the Trout Creek Consulting newsletter. This occasional newsletter will hopefully contain useful information for you, your business, and your clients. Some editions will focus on business and economic themes while others will focus on relevant offerings. The intent is to help you Create Value Through Improved Decision Making. I hope that you agree to stay on our mailing list; your feedback is always welcome. Feel free to forward this note as appropriate. Thank you for your consideration!



Finding Success In Tough Economic Times



Right now, many firms are working to survive the recession; some firms are also looking to better position themselves for the post-recession world. Many executives, weighing near term responses against near term results and long term implications, wish they had more than "gut feel" and "back of the envelope" calculations to go on in a complex and ambiguous environment. They wish they had more clarity about the future and a higher degree of confidence in the actions they are taking. **BUSINESS SIMULATION** is a fast, cost effective way to find clarity, understanding, confidence, and success amid complexity and ambiguity.

Simulations have been used for many years to design manufacturing processes and train pilots to fly. Business simulations allow firms to forecast and understand the impact of internal decisions and external events, evaluate responses and opportunities, define strategies, test scenarios, mitigate risk, evaluate deal structures, and find the right operating window for a firm or venture. **Business simulations avoid the cost, time, interruption, and possible disasters that can occur when "experimenting" with a running business.**



Business simulations can be used to

- Restructure a firm based on the optimum R&D, manufacturing, and commercial footprint, both internally and outsourced, given financial, geographic, market, risk management, technical, and other factors
- Understand the impact of government policies, tariffs, new energy technologies, price fluctuations of traditional fuels, and other variables on both energy customers and suppliers
- Optimize a new product development portfolio given cash burn, clinical, intellectual property, market, NPV, regulatory, resource, supply chain, and other parameters
- Understand the evolution of an end consumer market undergoing demographic and technology changes and, the impact of these changes on direct and indirect suppliers to this market
- Value an acquisition target with both multiple upstream raw material sources and multiple products targeting many downstream markets, each subject to its own trends and drivers

To learn more about business simulation and how it will help you find clarity, understanding, confidence, and success, please download the article ***Business Simulations*** at www.troutcreekconsulting.com/720.html.

To learn more about how Trout Creek Consulting combines "real world" experience, judgment, and industry knowledge with sophisticated strategy and valuation tools to **help clients create value through improved decision making**, please visit www.troutcreekconsulting.com or contact me at hcraig@troutcreekconsulting.com or (US) 610-296-2370.

Sincerely,

Hal Craig

Principal

Trout Creek Consulting, LLC

