

The Business Simulator

Strategic decision making towards a circular economy

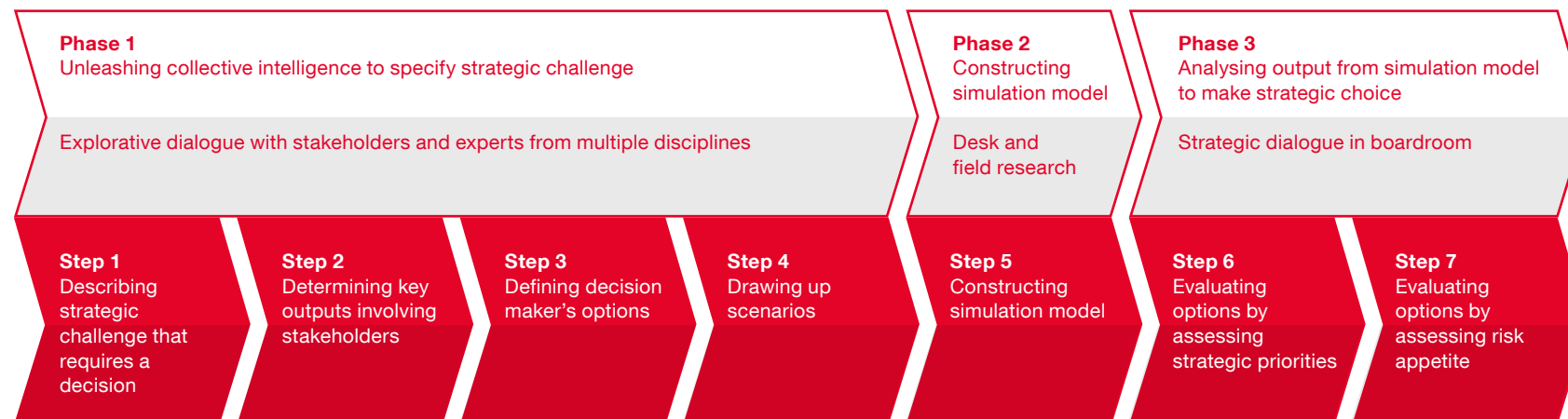
*In the current business climate the growing importance on aspects beyond profit forces decision makers to ask questions like: How can I create value for my organisation and its stakeholders? How can I compare the financial and non-financial impact of my decisions? **The Business Simulator** for strategic decision making towards a circular economy helps to answer these questions.*

Strategic decision making towards a circular economy is an innovative stepwise approach that enables decision makers to integrate financial and non-financial aspects by closely involving stakeholders. 'Gut-feeling' is replaced by disclosing and combining data from existing research in various disciplines and putting these in the context of the decision to be taken.

Using the Business Simulator has multiple benefits

- **Integrated:** Financial and non-financial aspects are quantified
- **Data scientific:** Interdependencies are underpinned by simulation and extensive desk research
- **Easily understandable:** Business dynamics are made transparent
- **Well documented:** Each step of the process is documented
- **Flexible:** Client specific knowledge and terminology is used
- **Interactive:** Dialogue is an essential part of the process

The decision making process, comprises a seven-step approach broken down in three phases:



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<http://www.pwc.nl/nl/consulting/data-analytics/the-business-simulator.html>



Want to read more?

The book **Sustainable Business Modeling** from Annemieke Roobeek and Jacques de Swart, describes the theory and its practical application via real life cases.
ISBN 978-905-2619-644



An updated English version **The Business Simulator** will appear in 2016.



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STRATEGIC DECISION MAKING TOWARDS A CIRCULAR ECONOMY

