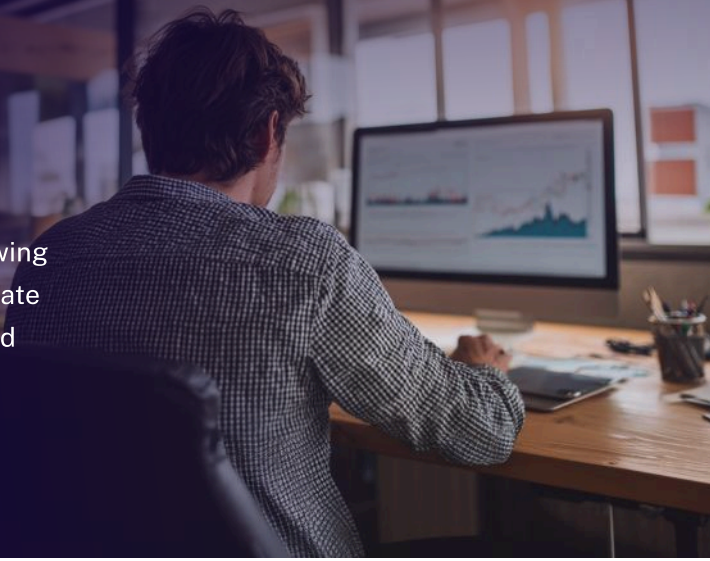


Case Challenge Overview

# Managing Profitability

In this two-hour scenario, a once-steady business faces slowing growth and a high-potential product idea. Participants evaluate uncertainty, model the impact of different paths forward, and recommend a financially grounded strategy to leadership.

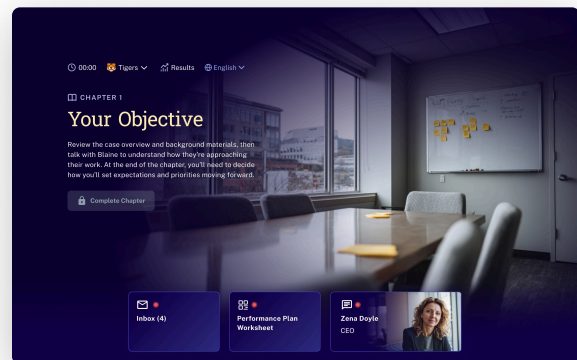


**What learners will practice:**

- ✓ **Evaluate Opportunities Holistically:** Assess financial value through the lens of growth, profitability, and risk.
- ✓ **Analyze Market Demand and Cost Structures:** Connect strategic and operational choices by dissecting price, demand, and cost structures.
- ✓ **Defend Strategic Recommendations:** Frame uncertainty, articulate tradeoffs, and present a clear, executive-ready point of view.

**Why it matters**

When leaders focus on top-line growth alone, they miss hidden risks that erode profitability and weaken long-term performance. Managing Profitability equips leaders to distinguish good growth from dangerous growth, anticipate second-order effects, and recommend strategies that strengthen the entire business.



**Session Journey**

**Chapter 1: Evaluating Opportunity**

A once-steady business has stalled, and a new product concept is generating interest. You'll assess two market entry options and commit to a path forward, **balancing uncertain demand with a mandate to grow.**

**Chapter 2: Investing Strategically**

With a path selected, you'll model demand and cost dynamics. You'll **weigh margin and investment tradeoffs** as you determine how operational choices shape profitability over time.

**Chapter 3: Recommending a Path**

Under executive scrutiny, you'll **present a financially grounded recommendation to leadership.** You'll frame uncertainty, **articulate tradeoffs**, and **defend a strategy** that balances growth ambition with long-term business health.

# Dynamic, Focused, and Unforgettable

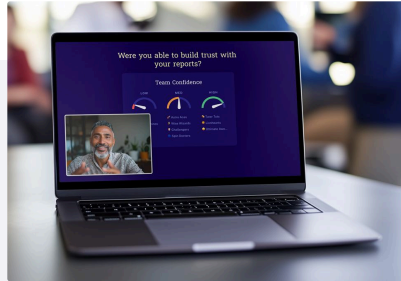
In Abilitie's two-hour **Case Challenges**, participants work in small teams to navigate chapters of a dynamic business dilemma. Guided by expert faculty, they face realistic leadership decisions, reflect on their choices, and apply new insights to build business skills through immersive, hands-on practice.



## Play

### **Immersive, realistic scenarios**

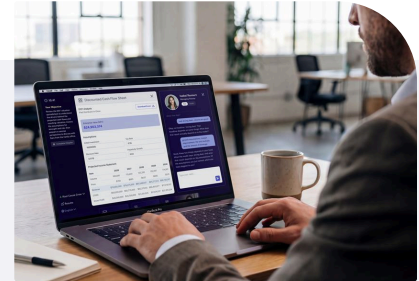
Participants step into realistic business scenarios, work in teams to navigate complex, connected decisions, engage with virtual stakeholders, and see how their choices shape the narrative.



## Reflect

### **Guided expert debriefs**

With guidance from seasoned faculty, participants review the decisions they made, compare outcomes across teams, and surface the leadership habits and thinking patterns that emerged.



## Apply

### **Transferable insights for the real world**

Participants connect their insights to real workplace challenges, identify practical actions they can use, and leave with greater clarity and confidence to apply what they learned.

## Why They Work

### ✓ **A living storyline**

Decisions unfold within a continuous narrative, letting decisions play out over time and shape what happens next.

### ✓ **A flexible, compact format**

Two-hour sessions offer rich, immersive learning that fits easily into busy schedules and can stand alone or integrate into broader programs.

### ✓ **Coaching that sticks**

Faculty-led debriefs translate observed behaviors into practical, actionable development moments.

### ✓ **Human-led, AI-backed insights**

Our adaptive AI analyzes participant dialogue and decisions to deliver real-time feedback and behavioral insights.

## Format Details

2 hours, instructor-led, cohort-based

8+ participants in pairs or small team

Modality: Virtual, or in-person

Facilitator: Abilitie Faculty or Certified Client-internal trainers

Propel your leaders to their potential today

Schedule time to discuss your organization's development goals with one of our experts. [hello@abilitie.com](mailto:hello@abilitie.com)