

CFMA
CONSTRUCTION
FINANCIAL
MANAGEMENT
ASSOCIATION

The CFM CHALLENGE

GOAL: Select & Manage Strategic Initiatives to Achieve Highest Enterprise Value!

OPPORTUNITY Knocks

UNFORESEEN Expenses & Revenue

MARKET Conditions

MONTHLY NET INCOME
Land Here Get 1
Time Bonus +\$250

Internal PROCESS Evaluation
S-W-O-T
(Discuss 2 Minutes)

STOP Doing Certain Types of Work
S-W-O-T
(Discuss 2 Minutes)

AUDIT!
Roll 1-3 = Refund
Roll 4-6 = Penalty
Roll Again
Amount = # X 10

start

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THE SET UP

Acting as CEO and CFMs of JB Company, teams collaborate to select and manage various strategic initiatives, while facing changing market conditions and unforeseen situations.

THE OBJECTIVE

Increase JB Company's Total Enterprise Value

THE WIN

The team producing the largest Total Enterprise Value!

THE TAKE-AWAYS

Unique learning through entertainment to enhance collaboration, improve communication, promote decision-making skills, and develop team building.



The CFM CHALLENGE LEARNING OBJECTIVES

- Evaluate the risks and rewards of various strategic scenarios
- Select, implement, and financially manage various initiatives in a game setting
- Determine ways to overcome obstacles encountered during the course of evaluation
- Communicate risk information to owners and leadership more effectively



FOR MORE INFORMATION CONTACT
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