

Purchase justification for your manager

A one-pager to share with the person who approves training or strategy budgets.

The problem it addresses

In many companies, key people understand the market, company goals and strategy differently - if a strategy exists at all. Strategy workshops are often expensive and slow. Teams lack a safe place to test decisions before they go live.

What Sector Matrix is

A turn-based computer simulation, not another lecture on strategy. The team takes the same decisions (price and volume of a product, service or subscription) and sees the consequences immediately. The session is tailored to your industry, not run from a template.

How the process works

- Intro call (about 15 minutes): platform walkthrough and goal-setting - strategy work, team building, market knowledge, or a corporate retreat.
- Short working meeting: industry specifics, winning criteria, preparation of a unique market.
- Gameplay (from 2 to several hours): joint calibration of market KPIs, then turn-based rounds supported by a moderator.

What remains after the session

- Debrief emailed to each participant: decision trajectory, strategy effectiveness, comparison with the rest of the team.
- Strategic report for the decision-maker: market dynamics, evaluation of innovations, reactions to "what if" events, conclusions for the real business.
- Optional: analysis and commentary on industry shifts - ongoing value, not a one-off event.

Security and logistics

- Local environment, cut off from the public internet and the corporate network. Session data does not leave the room. An NDA is standard.
- Requirements: a laptop, an up-to-date browser, and the ability to join a Wi-Fi network other than the corporate one. No software installation.

Why it makes budget sense

Instead of a full-day workshop or a consulting project measured in weeks - a condensed session with hard analytical output. We quote after the intro call, depending on team size and reporting scope.