

# Michelin VP to Address International Meeting of Business Simulation Users

*Use of a Board Game Simulation in Developing a Worldwide Business Literacy Program*

Steve Hunt, VP Travel Publications for Michelin North America will be the corporate keynote speaker at Andromeda Training's [i]Income/Outcome University 2008[/i]. Management trainers from five continents will meet with Fortune 500 and university clients of Andromeda, to play a business simulation and share ideas on corporate and academic learning methodologies in the areas of business acumen, finance and accounting. The conference will be held May 15 and 16 at the Siena Hotel in Chapel Hill, NC.

Mr. Hunt will talk from personal experience on the creation and implementation of successful business acumen training. In 1995-96, he led the development of a new program at Michelin called "Business Literacy". The training tool, based on the Income/Outcome business simulation, became a staple in the training catalog for Michelin North America. The initiative was phenomenally successful, and Hunt was later moved to Michelin's headquarters in France and given worldwide finance training responsibility.

Thursday will also see the conference participants playing the newest version of Income/Outcome, the very rapid "Entrepreneurial Challenge". This business game uses "stealth learning" to teach a complete overview of fundamental financial concepts without appearing to be anything more than a highly engaging team competition. It has been piloted in North America by Ashland, MeadWestvaco, Babson College and Butler University. The conference will mark the international release of the innovative acumen-building workshop.

Friday's Keynote Speaker will be Dr. Alison Keefe, a member of the graduate faculty of the [b]Michael J. Coles College of Business [/b]and an Assistant Professor in the Department of Leadership and Executive Development at Kennesaw State University (KSU). She is the Faculty Team Leader for the Executive MBA's first semester, which is the foundation of the program. During the first residency, Dr. Keefe leads an evening and a day of Income/Outcome; this helps to form the teams, and levels the playing field in terms of fundamental business finance and accounting skills. She consistently receives very high student ratings.

Andromeda Training has provided business literacy training through the use of simulations since 1989. Income/Outcome is available around the world in 12 languages.

For more information, visit the website: [www.income-outcome.com](http://www.income-outcome.com) or call Robin Helweg-Larsen at Andromeda Training between 9 and 5 Eastern time, or email [robin@income-outcome.com](mailto:robin@income-outcome.com)

<http://www.income-outcome.com>