Business Simulations
Experiential learning for real business benefit: enabling understanding, changing behaviour and influencing culture

Conference: 24 – 25 March 2003
Post-conference workshops: 26 March 2003
Location: Jurys Hotel, Great Russell Street, London

A three-day interactive learning event that explores the relationship between simulation, performance and learning:

Visualise your own pathway to efficient, accelerated learning
Participate in business simulations that enrich the learning experience
Increase employee performance in your workplace
Understand thinking about leadership, strategy content and process
Learn how to manage simulations in dynamic environments

Interactive post-conference workshops: 26 March 2003

Workshop A: Demystifying finance through simulation, ProfitAbility Business Simulations
Workshop B: Marketing CoPilot – the strategic marketing challenge, Imparta Ltd
Workshop C: Leadership now – symposium featuring the Virtual Leader simulator, SimuLearn

Expert Panel of speakers from:
BT
KLM
Pfizer Research University
Orange Plc
LEGO® SERIOUS PLAY™
Executive Discovery LLC
London Business School
ProfitAbility Business Simulations
SRI Consulting Business Intelligence
Imparta Ltd
Imagination Lab Foundation
Management & Policy Consultancy - KMPC
ISAGA – International Simulation and Gaming Association
Bergen University
Nottingham University
SimuLearn Inc
Simcorp Educational Consultants
TMI

www.business-simulations.com
"An organisation’s ability to learn and translate that learning into action is the ultimate competitive advantage," Jack Welch, CEO, GE

Simulations can help you achieve this goal.

At the heart of all learning lies the way in which we process experience, in particular, our critical reflection upon that experience. The "learning by doing" approach has been shown to increase learners’ ability to retain much more of the information they receive, enabling them to master difficult concepts and handle highly complex interactions quickly and effectively.

As the need for rapidly delivered, cost-effective and efficient corporate training that meets real business needs becomes more important, organisations are increasingly turning to simulations and the solutions that they can offer. Simulations provide trainees with an immediate and relevant setting that also shelters them from the costly real-world consequences and pitfalls of learning on the job.

Ark Group’s Business Simulations Conference has been designed to provide a hands-on experience to those of you who have been charged with improving employee performance in your workplace. It will enable you to visualise your own pathway to efficient, accelerated learning and increase your organisation’s ability to respond to competitive market changes.

Keynotes at this event include:
- Dr. Kim Warren of London Business School, who will set out the case for improved management training at a time characterised by some spectacular corporate collapses
- Dr. Johan Roos, Director of Imagination Lab Foundation, who will illustrate how knowledge management and organisational learning in the context of evolving behaviour and influencing culture
- Dr. Clark Aldrich of SimuLearn, who will map out the future of simulations and training in the context of the new e-learning industry
- Prof. Dr. Jan H.G. Klabbers of KMPC and the University of Bergen, who will address fundamental purchasing, building, and deployment issues, in the context of the new e-learning industry.
- Clark Aldrich, Lead Designer of SimuLearn’s Virtual Finance and fun: can they go hand-in-hand?

DAY ONE: Monday 24 March 2003

09.00 Registration and coffee

09.30 Chairman’s opening address and goal setting
   Elifif Trensdmen Ph.D., Director of Learning on Demand Programme, SRI Consulting Business Intelligence

09.45 Keynote address:
   Management learning: building professionalism in tomorrow’s leaders
   Following recent corporate collapses, management training for producing professional executives and advisors is under scrutiny. Current learning approaches, notably case-discussion, offer only superficial understanding of management principles. Substantial improvements are needed, such as:
   - Learning materials rich in factual, time-based case data
   - Practical frameworks, built on sound theory, that can be reliably applied
   - Learning environments that tie case and frameworks together, and challenge learners with situations as they evolve through time
   Dr. Kim Warren, Adjunct Associate Professor of Strategic & International Management, London Business School

10.45 Morning coffee hosted by

11.05 Interactive session:
   Finance and fun: can they go hand-in-hand?
   Total immersion and active participation in a board-based business simulation is a fast, fun, and effective way of teaching and learning. Adapted from ProfitAbility’s work sessions, you will be challenged to learn how these processes really work. See and feel the idea behind the “game”, while learning quickly and effectively. An original, simple and flexible way of explaining difficult things in an easy way that totally involves the learner.
   Dr Nigel Downing, Managing Director, ProfitAbility Business Simulations

12.20 Networking lunch

13.30 Keynote address:
   Simulations and the future of learning
   Those organisations that care the most about learning, including the military, commercial airlines, FTSE 100 firms and the nuclear industry, use simulations extensively. Yet, simulations present as fundamental a challenge to training groups as PCs did to mainframe-centric IT departments in the 1980’s. Clark Aldrich will discuss this new paradox of simulations, fundamental purchasing, building, and deployment issues, in the context of the new e-learning industry.
   Clark Aldrich, Lead Designer of SimuLearn’s Virtual Leader, Co-founder SimuLearn, Columnist for Training Magazine, E-learning Strategy Consultant

14.30 Illustrative presentation:
   Lara Croft meets management training
   Drawing from his experience developing and deploying simulations within world-class organisations such as KPMG, McKinsey, BAE Systems, JWT, and PricewaterhouseCoopers,
Richard will discuss:

- The power of an engaged learner
- How simulations meet the objectives of both learners and their employers
- Why content remains king, and why simulations will replace many areas of conventional e-learning
- How to deploy simulations effectively and how to integrate simulations into blended learning solutions
- The role of coaching in simulations

Richard Barkey, CEO & Founder, Imparta Ltd

15.30 Afternoon coffee hosted by

16:00 Case study:
Unleashing the power of metaphor in business games
“We always know more than we can tell, and tell more than we can write down”

Metaphor is used extensively in creative problem solving to help express ideas and knowledge that would be hard to articulate in other ways. However, in the design and operation of business simulations this technique is, at best under-used, and more frequently resisted. Participants who try to 'break the rules' are often seen as troublemakers, rather than powerful allies for the facilitator / simulation designer. John will introduce a framework for aligning gaming formats with business strategy, highlighting the opportunities for using metaphor. A practical exercise will be used to reinforce the concept and provoke discussion.

John Castledine, Manager, Pfizer Research University, Pfizer Global Research & Development

16.45 Interactive session:
Management simulation games training in KLM
This presentation will highlight KLM's experience in successfully training cabin crews through simulations. New technologies and prospective methods of education are making 'learning by doing' more and more popular. Individuals and teams can combine the practical and the theoretical to increase their skills. This new way of learning for businesses involves e-learning, edutainment, gaming, the internet and knowledge management.

Dr. Karin Kaptijn, Trainer, KLM Cabin Crew Training Department, Amsterdam Schiphol Airport
Dr. Menno Thijsken, General Manager, Simcorp Educational Consultants

17.45 Chair’s summary of Day 1

18.00 Evening reception hosted by
14.40 Afternoon coffee hosted by Serious Play

15.00 Case study:
The BT eXperience: empowering people for business performance
With BT's own in-house transformational learning programme, 'eXperience', the company has harnessed the potential of e-learning and simulations to share knowledge, empower staff and drive business growth. Launched in January 2000, eXperience achieved a step change in business agility and cost-effectiveness within twelve months - and the benefits continue to accrue as the programme expands to in excess of 30,000 users. Simon Cavill, the architect of eXperience, will explain the rationale, nature of the programme and the impact it has had throughout the business.
Simon Cavill MBA, Senior Business Origination Manager, BT Retail

15.45 Interactive panel discussion
Selecting and focusing on the key issues that emerge during the conference, Dr. Eilif Trondsen, Chairman, will guide a panel discussion involving all the keynotes that will be opened up to the floor.

16.30 Case study:
Empowering (virtual & physical) collaboration through simulation gaming
This presentation will show how a computer-based multiplayer simulation game, COSIGA, has promoted collaboration within both virtually distributed and physically located participants. COSIGA is played by multi-disciplinary teams and requires effective collaboration and communication between the players in order for them to resolve its core “new product development” tasks. Results of scientific experiments conducted by the Centre for Concurrent Enterprising on MSc students and engineers from BAE Systems have demonstrated COSIGA’s ability to break down psychological barriers and improve knowledge sharing within virtual and co-located NPD teams.
Dr Johann Riedel & Melis Sakiroglu, Centre for Concurrent Enterprising, University of Nottingham, UK

17.15 Chairman’s summary and close of conference

Post-conference workshops A & B – Wednesday 26 March 2003

Demystifying finance through simulation
Workshop A: 09.30 – 12.30
This half-day workshop will provide a framework upon which delegates can see and feel the idea behind the “game”, while learning quickly and effectively.

The aim of this session is to highlight to attendees how total involvement and active participation in a board-based business simulation is a fast, fun, and effective way of teaching and learning.

This workshop will provide an original, simple and flexible way of explaining difficult things while totally involving the leaner, enabling delegates to practically apply learning by doing within their organisations.

Nigel will guide attendees through a fully immersive and challenging three hours. Adapted from ProfitAbility’s work sessions, you will be completely immersed in a fictional business’s processes, and learn quickly and effectively how these processes really work.

About your workshop Leader:

Dr Nigel Downing
Managing Director, ProfitAbility Business Simulations
In a career that has spanned four continents and more than 20 years, Nigel Downing has made the transition from an accomplished marine biologist to the driving force of ProfitAbility Business Simulations. Collaboration with his fellow director and long-term friend, Brian Helweg-Larsen, has produced over 50 business simulations to date, covering very diverse companies and needs.

Marketing CoPilot – the strategic marketing challenge
Workshop B: 13.30 – 16.30
This workshop will give delegates the opportunity to work through one of Imparta’s award winning simulations. The simulation, ‘Marketing CoPilot – the strategic marketing challenge’, was developed with J Walter Thompson and was awarded a gold award by the Institute of Practitioners in Advertising for impact on JWT’s business.

‘Marketing CoPilot - the strategic marketing challenge’ simulation is set in a fictitious long-established, broadly based technology company named Abatex, that has expanded in recent years from specialist business sectors into consumer markets. The simulation will place delegates in the position of Abatex’s newly appointed Marketing Director. In this role they will have to deal with the threat of a new competitor in their marketplace targeting their customers. The goal for the delegates is to improve Abatex’s marketing focus and effectiveness.

14:00 Introduction:
Background to the simulation. Design principles and business objectives
14:30 Live simulation session
16:30 Wrap up and Q&A

Your workshop leaders:

Jayne Heyford, Head of Marketing Content Development, and Petra Watkinson, Business Development Manager, Executive Education, Imparta Ltd
Leadership now: symposium featuring the ‘Virtual Leader’ simulator

Full day workshop: 09.00 - 17.00

Leadership leads to new markets, new revenue streams, innovation, greater employee participation and alignment with organisational goals. It even reduces the risk of ethical issues. However, leadership cannot be taught through traditional methods. The skill has to be personalised and internalised. It requires a combination of theory, realistic examples, rigorous practice, and intense feedback.

In short, it requires simulators.

SimuLearn, the original creators of Virtual Leader, have put together a special version of their one-day programme for this conference to de-mystify leadership theory, discuss strategies, and still allow plenty of hands-on time with the Virtual Leader simulator.

Workshop Agenda

09:00 Registration and coffee

09:30 What is leadership?
   - Why is leadership necessary from more than just leaders?
   - What does the lack of leadership cost an organisation?
   - Recognising leadership opportunities at work, in the community and at home
   - Overcoming life’s frustrations

10:30 The anatomy of a leadership opportunity
   - Establishing what people are communicating
   - Understanding why they are communicating that way
   - Developing a framework for leadership
   - Strategic thinking in leadership

11:00 Coffee Break

11:20 The leadership lens
   - Moving from what people say to what they mean
   - Applying the framework to understand the leadership opportunity
   - Strategic thinking in leadership

12:00 Lab session: using the ‘Virtual Leader’ simulator
   - Understanding the controls
   - Interacting with artificially intelligent characters
   - Diagnosing the outcome

13:00 Lunch

14:00 The laws of leadership
   - Understanding leadership principles
   - 50 “laws” of leadership

14:30 Lab session: benchmarking your leadership skills
   - Working effectively with your employees

15:10 Coffee Break

15:30 Lab session: leadership skills for team building
   - Focusing people on the right work

16:00 Lab session: leading those above you
   - Focusing people without formal power

16:30 Enterprise-wide benefits of the skills you have acquired
   - Cultural alignment
   - Communication commonality
   - Giving people a voice

17:00 End of workshop

About your workshop Leaders:

Graham Courtney, Co-founder and Vice President of Corporate Training, SimuLearn

Graham contributed to all aspects of Virtual Leader, from content and architecture development, to deployment, to customer training which he now heads. He has created, sold and managed custom software development solutions for many Fortune 100 companies and governmental agencies, including Pfizer, Bellsouth, Proctor and Gamble, Bayer, Janssen, Glaxo, and The Centers for Disease Control.


Clark recently finished building ‘Virtual Leader’, to bring high-end immersive simulator technologies and philosophies to the enterprise marketplace. He also wrote the American Society for Training and Development’s (ASTD) Field Guide to Educational Simulations in 2002, and the introductory chapter for their 2001-2002 Yearbook, as well as numerous articles for their printed and online publications.
4 ways to book

Fax back this form on
+44 (0)20 8785 9373

Tel: +44 (0)20 8785 2700

hanson@ark-group.com

4th Floor, Zeeva House
200 Upper Richmond Road
London, SW15 2SH, UK

Business Simulations Conference
Jurys, Great Russell Street Hotel, London, 24-26 March 2003

Name
Delegate 1
Delegate 2
Delegate 3

Job Title

Organisation

Address

Postcode

Phone

Fax

E-mail

Signature

I have read and accepted the booking conditions

PLEASE COMPLETE IN BLOCK CAPITALS

☐ Conference only - £1095/€1720 + VAT
☐ Conference plus workshop A or B - £1490/€2340 + VAT
  Please select choice of workshop: A  B
☐ Conference plus workshops A & B (save £100/€160): £1785/€2800 + VAT
☐ Workshop A or B only - £395/€620 + VAT
  Please select choice of workshop: A  B
☐ Conference plus Workshop C: £1690/€2654 + VAT
☐ Workshop C only - £595/€934 + VAT

☐ SPECIAL OFFER: Subscription to Knowledge Management magazine – £195

☐ Please invoice me in Sterling  or Euros

Card number

Expiry date

Cardholder's name

Cardholder's signature

☐ Payment enclosed (Cheques should be made payable to Ark Group Ltd)

☐ Please invoice me

Booking conditions
1. Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.
   In the event of a booking not being accepted by Ark Group the total amount will be refunded.
2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
   ■ Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
   ■ In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
   ■ For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
   5. All bookings must be made directly with the conference organizers.
   6. All bookings must be made in writing.
6. All cancellations must be received in writing.
7. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
8. All bookings, whether UK or overseas will be charged UK VAT at the prevailing rate at the time of booking.

Ark Group would like to thank conference sponsors:

Executive Discovery LLC – a new and independent company
associated with the LEGO® Group - develops and manages
LEGO® SERIOUS PLAY™ brand and methodology that uses
LEGO bricks and elements to uncover business insights and
enhance business performance.

Imparta Ltd – a bespoke simulations and online communication
technologies developer providing sales effectiveness and
tailored executive education programmes that mix the classroom
with award winning computer based learning technologies.

ProfitAbility Business Simulations Ltd – dedicated to designing
and implementing tailor-made business simulations and
learning materials matching the business needs of clients
worldwide.

Venue and accommodation

Preferential rates have been arranged for delegates at the Jurys Great Russell Street Hotel. Please contact the hotel directly to make your reservation quoting arkgroup as your reference. Rooms are available at a preferential rate on reservations made up to 4 weeks prior to this event. We recommend booking as early as possible.

Jurys Hotel, Great Russell Street
16-22 Great Russell Street
London
WC1B 3NN
Tel: 020 7347 1000
Fax: 020 7347 1001

PLEASE NOTE

Ark Group cannot be responsible for assisting potential delegates in obtaining visas to the country in which this event is being held. Delegates are responsible for their own travel, accommodation and visa requirements.

LEGO® SERIOUS PLAY™ is a trademark of Executive Discovery LLC and is used here with special permission.

Your ref: