



Business Simulation Workshop

A real-world exercise in negotiations, collaboration & group dynamics

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Shield

The exercise is designed to be dynamic, demanding and even frustrating – just like real life!



THE PARTICIPANT EXPERIENCE

This simulation offers a unique opportunity to be placed into a fictitious situation where you are negotiating on behalf of your organization. Each person's role is set, and you are given instructions on what you need to accomplish.

Do you have the skills to get what you want, or will your competitor have it their way? At the end of the exercise, the facilitator will break the session down and you will learn what others were thinking during the simulation, and why they approached the situation in the way they did.

PAST PARTICIPANTS HAVE GIVEN THIS EVENT HIGH MARKS! RECENT SURVEYS INCLUDED THE FOLLOWING COMMENTS:

“Great chance to get hands on experience in a real world setting.”

“Provides a true-to-life feeling of what happens in standards committees.”

“Great training technique to demonstrate real world challenges and strategies to reach consensus through negotiation. Doing is much more effective in this case than lecturing.”

“Much of what happened in the workshop is recognizable. It really shows how certain dilemmas arise and how they can be worked out.”

A SIMULATION WORKSHOP IN STRATEGY AND COOPERATION

Using the Standardization Process

This one-day simulation is a life-like exercise using a fictitious setting to explore the analytical and practical skills needed to successfully engage in any business negotiation. In the exercise, the participants simulate a real standardization process through role playing and the completion of strategic tasks. Afterwards, participants evaluate and reflect on their experience, focusing on lessons learned which they can apply to real life situations.

No specific technical or standardization knowledge is required, and both general business attendees and students will gain valuable insights from the experience.

LEADERSHIP SKILLS

Each participant has an opportunity to exert his/her own leadership style and skills, and to observe the leadership of others.

ORGANIZATIONAL BEHAVIOR

Small teams of individuals are used to represent fictitious businesses and other organizations ("the roles") with self-serving objectives.

THE COMMITTEE ENVIRONMENT

The simulation requires participants to work with an oversight committee, and negotiate within the framework of existing rules and guidelines.

STAKES AND STAKEHOLDERS

Participants learn that business innovation can be promoted or stifled by multiple parties: consumers, shareholders, government and competitors.

NEGOTIATIONS

Each role has a stake in a particular outcome, and conflict is likely. Participants are challenged to work through differences - or not.

KEY OUTCOMES

Each and every participant has a different takeaway from the simulation experience. Self-insight into one's own abilities and challenges can be learned, but not taught.



WHO SHOULD ATTEND

The Simulation Workshop does not require any technical knowledge. It is an excellent skill builder for anyone who:

- Works for a public or private organization;
- Works in industry;
- Participates on a committee;
- Is interested in developing their general business skills

WHY ATTEND

Competition can make or break an organization of any size. Moderately sized companies might experience breakthroughs as a result of implementing best practices and standards. The setting for this simulation workshop makes diverse interests, strategy and effective actions in the context of knowledge gathering more transparent and easier to grasp.

Experts from science, business, government and standards organizations have taken part in simulation workshops conducted in The Hague, Delft, Tokyo, Paris and the United States. The participants were unanimously enthusiastic about the veracity of the simulation and the insights it brought. Workshops are now being held for thousands of participants throughout the world, and IP Shield is proud to offer it to your organization.

Interested? Companies and organizations interested in a customized training for their employees can contact us at info@ip-shield.com or call us at 630.274.6333

ABOUT THE AUTHOR AND WORKSHOP DESIGNERS

Dr. Jorrit de Jong is Academic Director of the Innovations in Government Program and Lecturer in Public Policy at Harvard University's Kennedy School of Government. He teaches strategic management, public problem solving, and innovation in executive education programs at the Harvard Kennedy School and overseas.

As a consultant and trainer to large public organizations, de Jong develops methods to facilitate organizational learning across jurisdictions. He is cofounder of United Knowledge, an Amsterdam based firm that develops simulation games for professionals. He is also cofounder of the Kafka Brigade, an action research organization with offices in the UK and the Netherlands that aims to diagnose and remedy excessive bureaucracy.

