

## ELGOOD EFFECTIVE LEARNING FAQ

- How can a simulation help my business?
- What are the benefits for my participants?
- What are the benefits for my facilitators?
- How can games and simulations enhance my training event?
- What is a business simulation?
- Where do I start?
- What will it cost me?
- How much time will it take me to set up?
- What resources will I need?
- Can I get help setting up the simulation?
- Is there an off-the-shelf solution that would work for me?

### How can a simulation help my business?

Targeted business simulation games are designed to improve knowledge and develop understanding about the business, which in turn leads to more efficient and effective organisations. For your staff members to be effective they need to understand how your business works, what it takes for the organisation to be successful and, crucially, what contribution they need to make to ensure it is operating effectively and efficiently.

A business simulation is one of the most effective learning processes you can employ. The experience develops participants' business acumen, helping them to understand what the extent of their contribution is, and raising awareness of how their decisions, behaviour and attitudes affect their colleagues. They will learn to make better decisions for the organisation and form better relationships - giving you a more effective, motivated and knowledgeable workforce.

### What are the benefits for my participants?

Simulations promote learning in a stimulating way. They encourage commitment and engagement from every participant, and the hands-on activities improve confidence and skills across the board. Everyone benefits from learning by doing and the lessons really stick. Your participants will experience the impact of their decision-making, whether good or bad, in a risk-free environment. Working as part of a team your participants will also hone their cooperation and communication skills thus improving their management capability, and participants in managerial roles will learn how the component parts of a system are linked, empowering them to make informed decisions which benefit the whole organisation.

### What are the benefits for my facilitators?

Business simulation games are interactive and engaging. They increase energy levels and enable your facilitators to assess the competence of the participants. Have they really grasped the important facts and concepts? Will they know what they have to do back in the real world? Your facilitators will also be able to observe individual behaviour and group dynamics as they take part in the simulation game. Do the participants have the skill to convey the new ideas to their teams and work colleagues, and will they be able to implement any changes or adjustments required? Complementing your other training activities such as flip charts and lectures, the simulation game adds an extra delivery method into the training mix to suit different learning styles and, a bespoke

simulation game will be highly relevant to your organisation, so your facilitators will benefit from being able to draw on real examples and experiences to bring the ideas to life and ensure that the learning is applicable to your participants.

A business simulation game will be the highlight of the training event, providing a structured focal point which has your key learning embedded within it.

### How can games and simulations enhance my training event?

We gather feedback from every game and simulation we design and run. Here's what our clients say:

- Active learning keeps our people involved in the whole process
- Simulations draw out everyone's strengths across the group
- Learning by experience is fun and interactive, engaging all the senses
- Role-playing fosters negotiation and problem-solving skills
- Business-specific simulations add real relevance to our events
- Our participants retain new information better

*“the increased retention over time of learning appears to be one of the most consistent findings within the research into the potential of games for learning”*

Simon Egenfeldt-Nielsen of the University of Copenhagen

### What is a business simulation?

Business simulations are designed to represent:

- How an existing industry, company, or organisation operates, or
- How it will operate once new knowledge and procedures have been applied.

Whether the process you need to address is the delivery of a service, the sale of a product, a manufacturing procedure, or an administrative procedure, our simulations are designed to promote understanding of how each individual fits into that process and into your organisation as a whole.

A business simulation game is usually a simplified form of an organisation or a business area with emphasis on a specific area or set of issues. The simulation game can take many different forms. For example:

- **Numbers-based simulations:**  
Here decisions are expressed quantitatively and results are conveyed in financial terms.
- **Practical models:**  
These challenge players with a series of realistic problems which they tackle using items such as dice, bricks or cards.
- **Role-plays:**  
Here participants are encouraged to respond to each other freely within a broad framework of rules.
- **Structured problems:**  
In a structured problem the optimum solution is only reached by demonstrating particular skills

We will advise you on the best solution for your objective and the culture of your organisation, and we can guarantee the learning experience will engage your participants and achieve the results you need.

### **Where do I start?**

Contact us to set up a no obligation meeting over the phone or face to face. We will listen carefully to your requirements, and make suggestions as to how we can take your project to the next stage. We will offer our proposal within two weeks of our initial consultation with you and your key personnel, advising you on the best solution for your learning objective and the culture of your organisation.

### **What will it cost me?**

Every client has specific needs, different participant numbers and varying timescales. We will give you a firm quotation early on in the consultative process, and guarantee that your reusable bespoke simulation will deliver an excellent return on your investment.

## **Targeted Learning = Better Results**

### **How much time will it take to set up?**

From initial consultation to delivery, typically between two weeks and two months depending on the type of product required. Our skills in needs analysis mean that we get to the heart of your issue very quickly.

### **What resources will I need?**

This depends on the type of simulation that you select. For example, participants and/or facilitators may need access to a computer or the web, but in some cases the requirements may be as simple as pen and paper, and a time commitment from each participant.

### **Can I get help setting up the simulation?**

When we design a game or simulation for you, you are involved in the whole process and have a good understanding of how everything works. You can ask us to help facilitate the first event to help you find your feet, run a 'train the trainer' session, or provide ongoing facilitation support. If you purchase one of our off the shelf products we will help you to determine the best way to run the game and, depending on the complexity of the package, we can also provide facilitation assistance.

### **Is there an off-the-shelf solution that would work for me?**

If your goals are to increase commercial awareness, promote teamwork and enhance decision-making skills, take a closer look at **Growbal**. A fast-moving and challenging business simulation, **Growbal** delivers valuable insight into the mechanics of running a business. Developed by us to expose participants to the diverse pressures and challenges of the competitive commercial environment, the simulation tests players over a series of 'half years' as they make commercial, cultural and strategic decisions which will make the difference between success and failure. Teams are pitted against each other and strive to achieve the highest share price as the game develops.

We offer this game with facilitation, and also as a web-based version for online participation.