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Simulation Studios Free eBook Series

Business Simulations: Getting Started

**Business simulations are
confusing and overwhelming.
Hopefully, this guide will help.**



Created By:

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Getting Started: Some Useful Definitions



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Different meanings for different people

Business Simulation

Business: DEFINITION—A person's regular occupation, profession, or trade.

Simulation: ORIGIN mid-seventeenth century.: from Latin simulat- "copied, represented," from the verb simulare, from similis "like."

Simulation: DEFINITION Imitate the appearance or character of.

Now, let's combine all this: simulation + business: imitate the appearance or character of a person's regular occupation, profession, or trade.

Business Gamification

The use of game thinking and game mechanics in non-game contexts to engage users in solving problems. - Wikipedia

Business gamification is simply applying game methods and theory to business challenges or situations.

It's a fancy word for making business fun. :^)

Why Bother Using A Business Simulation?



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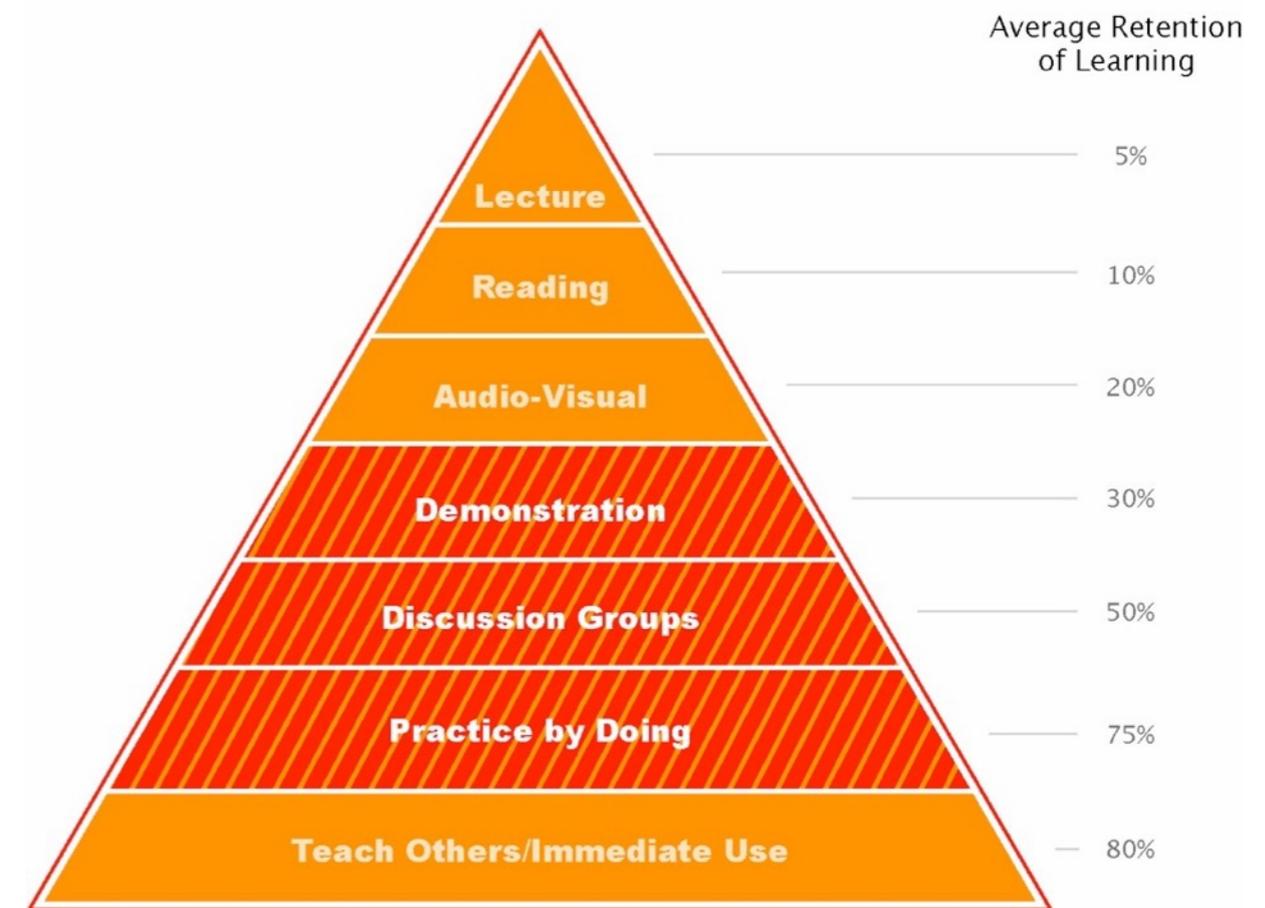
Because they engage, entrench, and apply

Learning Retention

With a retention rate of up to 75-80 percent, learners are going to move much closer to the ultimate goal of full training content utilization. To add to the immediate-use retention level, simulations and games enable participants to work closely with others by discussing, applying, and reviewing how they are going to use the training content in the real world (their jobs!).

According to a study conducted by Forester Research, learning retention rate from taking action can reach as high as 80%.

What type of learning produces the greatest effect?



The Learning Pyramid. Source: Corporate Universities by Jeanne Meister

Business Simulation and Games Uses



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How do people use these?

The Most Common Uses

There are many ways companies use business simulations. But in most cases, 80% of the uses fall into 20% of the categories. Here are the top three uses for a business simulation or serious game:

The Top Three Uses

- 1. Leadership Development** - Companies spend significant time building leadership competency models, management skills, assessment skills, etc... Leadership Development Simulations help apply leadership, business, and strategy into one program.
- 2. Business Acumen** - Understanding basic business acumen is important. Understanding business acumen specific to your company is even more important. Business Simulations give participants hands on experience.
- 3. Strategic Acceleration/Alignment** - Aligning employees behind strategic change is far more difficult than most understand. Business simulations of often combined with training to enable managers to 'live the new strategy' in the early stages of execution. These solutions turn strategy in action.





What Goes Into A Business Simulation?

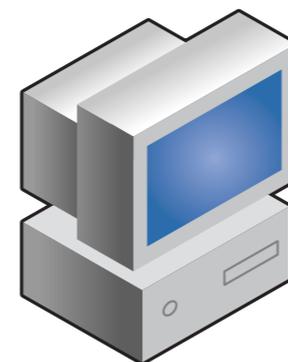
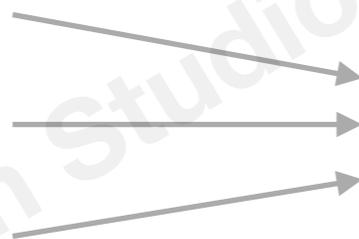
A whole lot of analytics and...

Input

Training Goals

Business Uniqueness
and Corporate Strategy

Industry Trends



**Business
Simulation**

Process



Participants Compete
Running a Business
Similar To Yours

Results

Insight, xFunctional clarity, and a better strategic edge.

The Fundamentals of Game Design



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The elements all games must have

The 5 Elements:

1. Clearly defined game definition- Besides just winning the game, clearly defining the 'walk aways' is very important. Ask, "Why are we building this game?"
2. Create a story - This gives the game or sim its context and relativity.
3. The Rules - Without rules, the game is unmanageable. With too many, it's boring.
4. The Design - This is how the game looks. This is very important because if it looks confusing, participants will be confused. It needs to look appealing.
5. The Game Play - You need to test the ensure the game play is easy, but not too easy. It should also not be overly difficult.



Simply effective.

Your game (sim) should have clear definition, clear story, clear rules, great design, and manageable game play.

The Five Steps To Create A Business Simulation



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The steps to getting started



The 5 Elements:

1. **Start with an idea** - Define the idea in relation to the game element of the business simulation and/or serious game.
2. **Build the story** - Write a simple story that explains, the history, the responsibilities, and the winning metrics. That's it. Nice a short.
3. **Build the rules** - Build your rule set: Keep it simple, understandable, and relative. Just a small set of rules go a long way.
4. **Build the prototype** - Start building prototypes right away. This might seem like a big step, but you'll find you learn a lot fast.
5. **Test and iterate** - Learn from your mistakes and apply to new versions.

Book About Business Simulations



Shift: Using Business Simulations and Serious Games In Corporate Training

Get It Here From [amazon.com](https://www.amazon.com)

SHIFT
USING BUSINESS SIMULATIONS
AND SERIOUS GAMES



Or, it goes up for free as a Kindle Book occasionally. [eMail](mailto:info@simulationstudios.com) us to know when it's free next.



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Frequently Asked Questions

What is a business simulation?

This is a big question. Business simulations mean different things to different people. In general, a business simulation is a learning tool that is used to put participants into scenarios that resemble your business in an effort to practice and apply your training content. [Visit Sim Studios Tips Web Page.](#)

What are the advantages of using a business simulation?

Engagement, applicability, and relevance. A business simulation will challenge the participants in ways they don't expect. The sim is traditionally setup so the participants are given a day in the shoes of the role above them. This includes executives where they have to live a day as the CEO. Participants see the entire enterprise instead of just their individual role, department or division.

How do you measure if a business simulation was successful?

This result changes to align with the goals and objectives of your training program. The simulation program aligns with the goals of your program and we believe in metrics.

Could you give me an overview (ex: time, format, participants, etc...)?

In most cases, a business simulation will last a full day. Approximately 25 participants are generally gathered together in a large meeting room. The participants are usually in management and are broken into teams where they will work to 'run a business.' Most often, the simulation will have strong resemblance to your business, business strategy, and leadership tools. Teams compete against each other in a business war games style of exercise. The outcomes are then compared to their real world jobs and strategies.

Why does SimStudios have such a great reputation (why SimStudios)?

We are a company of past executives who have had years of P&L experience. We're not career consultants or trainers. We are executives who have had leadership positions and just happen to be quant and computer nerds who know and believe in effective leadership development.

What is the background of the leadership of SimStudios?

Bill Hall is founder and President of Training and Strategy at Simulation Studios where he specializes in developing and delivering business simulation based executive training to fortune 500 companies globally. Before starting SimStudios, Bill was responsible for Skype's strategic software business globally. Bill worked at Apple Computer for over 10 years where he worked with the executive team including Steve Jobs on keynote presentations and product marketing projects such as the iMac, Mac OS X, and partnership management. He's a five-time Apple MVP and a Golden Apple award winner. Bill authored a #1 Amazon best selling book, has appeared in publications such as Entrepreneur, Inc., CNBC, SHRM, Huffington Post, Business Insider, and has an MBA in entrepreneurial economics. Bill is most proud of his family which is where he devotes most of his time. [You can connect with Bill at Linked-In Here.](#)

Where can I learn more about business simulations?

www.SimStudios.com or Amazon has a great book: [Shift: Using Business Simulations and Serious Games in Corporate Learning and Development](#) - It was an amazon #1 best seller in training. Of course we love it, Bill Hall wrote it ;^)

It's Now Time To Summarize



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Let's review what was covered

Business Simulation

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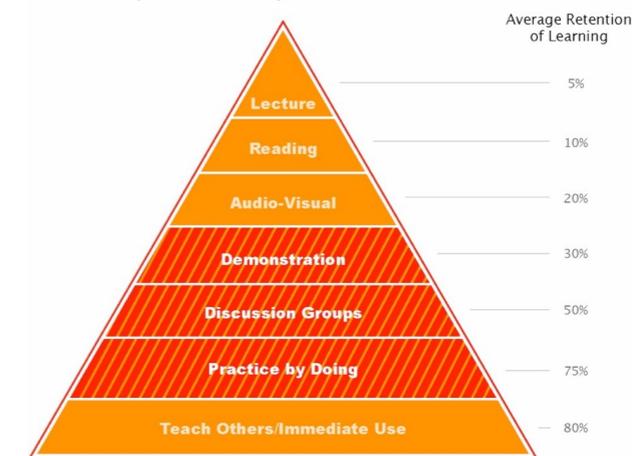
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Now, let's combine all this: simulation + business: imitate the appearance or character of a person's regular occupation, profession, or trade.

Retention Rate

What type of learning produces the greatest effect?



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The Most Common Uses

1. Leadership Development - Companies spend significant time building leadership competency models, management skills, assessment skills, etc... Leadership Development Simulations help apply leadership, business, and strategy into one program.
2. Business Acumen - Understanding basic business acumen is important. Understanding business acumen specific to your company is even more important. Business Simulations give participants hands on experience.
3. Business Silo Reduction - Business Silos can be a huge problem. Increasing a companies ability to effectively communicate and collaborate is critical. A Business Simulation or Serious game can help reduce business silos within your organization.

The 5 Elements:

1. Clearly defined game definition- Besides just winning the game, clearly defining the 'walk aways' is very important. Ask, "Why are we building this game?"
2. Create a story - This gives the game or sim its context and relativity.
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About Simulation Studios

We love business simulations and Gamification

Contact us for More Information

Using Business Simulations and Gamification can achieve the following:

- Become more critical to the corporate strategy
- Create 'buzz' about your business alignment/training/leadership programs
- Demonstrate the importance of leadership behavior on the business
- Fundamentally challenge your employees like never before
- Continue to build the reputation of your organization as cutting edge

The end result is rapid positive change, and a more engaged workforce. Best of all, SimStudios solutions are 100% license fee free and guaranteed to excite.



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