SIMULATION STUDIOS
CREATE CHANGE.

BUSINESS SIMULATIONS: GETTING STARTED
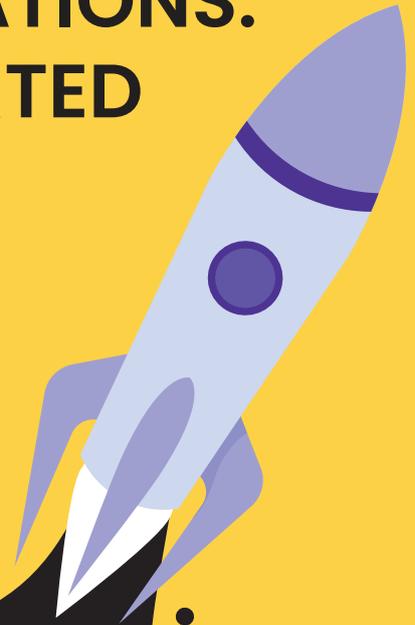
Business simulations are confusing and overwhelming. Hopefully, this guide will help.

Getting Started: Some Useful Definitions

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

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

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. :^)
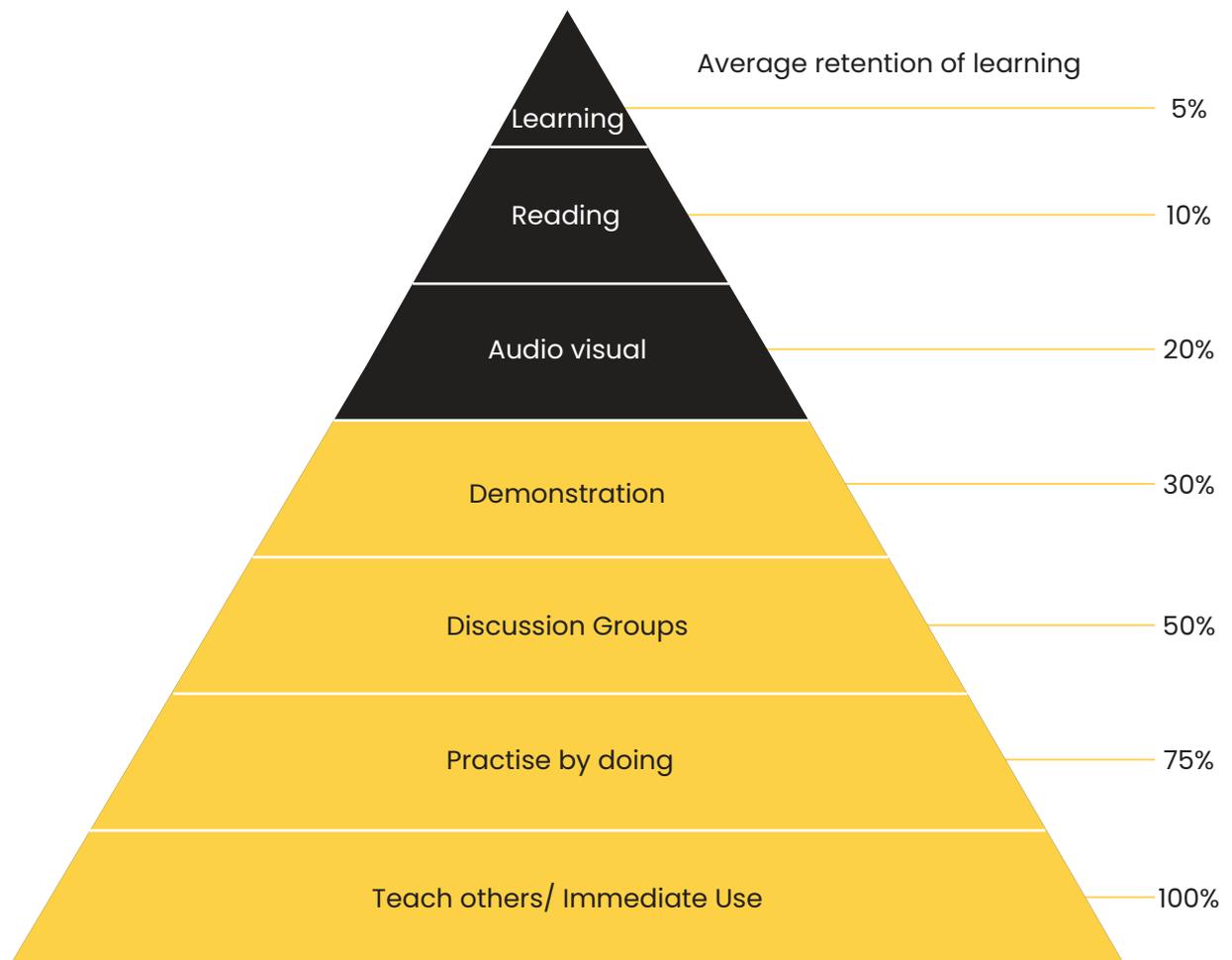
Why Bother Using A Business Simulation?

Because they engage, entrench, and apply

Learning Retention

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

Average retention of learning

Layer	Retention
Learning	5%
Reading	10%
Audio visual	20%
Demonstration	30%
Discussion Groups	50%
Practise by doing	75%
Teach others/ Immediate Use	100%

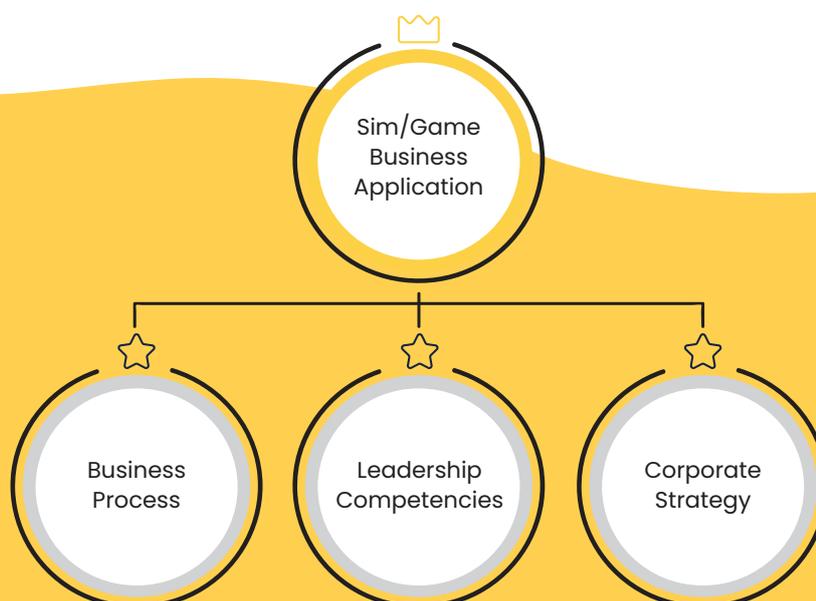The learning pyramid

Business Simulation and Games Uses

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. 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.

Sim/Game Business Application

Business Process

Leadership Competencies

Corporate Strategy

The Fundamentals of Game Design

The elements all games must have

The 5 Elements:

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:

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.

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

The steps to getting started

The 5 Elements:

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:

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.

About Simulation Studios

We love business simulations and Gamificiation

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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