

STRATEGY DYNAMICS MODELS – POWERFUL BUT SIMPLE IN-CLASS GAMES

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ABSTRACT

Most business frameworks – and the logic that supports them – are linear, and do not capture the interdependence of the real world that makes decision-making, strategy and policy so difficult. Strategy Dynamics (www.strategydynamics.com) offers a rigorous, logical perspective that matches real-world causality in all kinds of cases. Moreover, the “white-box” games built on the theory can make explicit the feedback and causality, enabling very strong understanding. Unlike “blockbuster” strategy games that take days, these can be played in class on student laptops in a short time, so not disrupting the flow of a class.

PARTICIPANT OUTCOMES

- Participants will experience what it is like to run a business, consisting as they do of many interdependencies and time-lags, through decisions and policies – and see exactly what their decisions do to future performance.
- They will understand that strategy (and much of management) is about building and sustaining critical, interdependent resources over long periods.
- They will appreciate the manageable complexity of the business ‘machine’ that generates value for customers, investors and other stakeholders.

TIME REQUIRED

- 15 minutes installation
- 15 minutes game briefing
- 15 minutes for team diagnosis of the historic and current state of the business
- 30 minutes to execute the strategy, possibly more than once
- 15 minutes debrief

MINIMUM NUMBER OF PLAYERS

- Ideally groups of 3 – any number from 6 to 90.

EQUIPMENT I PROVIDE

- We will need a beamer – I will bring a laptop

EQUIPMENT PLAYERS NEED

- A PC laptop between 3 people