

The Oil Tycoons



What is it?

This simulation game not only models a situation that is as close as possible to how the company actually operates on the oil market, but also provides the highest possible degree of player involvement, creating an emotionally charged atmosphere of absorption in the business. The most valuable thing provided by this game is the conclusions that the players draw themselves, which is why they are committed to memory for a long time.

We often hear from our clients in the oil and gas sector how important it is that their personnel should operate with a holistic view of the business, that they should develop an “economic mindset”, and should plan and conduct their work based on the company’s long-term market strategies and current market situation, applying at the same time a client oriented approach.

Every commercial organization is faced in its daily operation with a choice as to how to make maximum effective use of its available resources in order to achieve planned profit levels. As a result, the following questions arise:

How can investments in field development, production, well servicing, refining, sales, and customer service be optimized? How do you calculate the cost of losing a client and the investment in finding a new client? How do you define where no investment is required or where it is being channeled in the wrong direction?

How do you identify target groups of client prospects? How do you promote the services you have in order to attract corporate and retail clients? Training specialists and line managers to take a panoramic view of the company’s business and a comprehensive approach to decisionmaking requires a special type of training module that will simulate various situations and can be used to safely try out (without making any financial losses) different market strategies. We believe that the optimum solution for this task is a business simulation game that models a vertically integrated oil company operating on the retail and corporate markets.

The Oil Tycoons simulation game therefore provides the answers to those questions and allows you to acquire unique experience of running an oil company throughout its complete operating cycle!

APPLICATION

Case Study

◆ SITUATION

Gazprom Neft is a vertically integrated oil company for which it is important to hire and retain top specialists. The organizers of a students’ convention needed:

- To attract students from specialized university and college departments into the company
- To present the company as an interesting employer
- To find top talent

◆ SOLUTION

The main event at the convention was the Oil Tycoons simulation game, in which around 100 university and college students took part in 7 simultaneous groups. Before this took place, we worked with the Client to customize the game so that it would incorporate the specifics of the oil and gas industry.

◆ RESULTS

Thanks to the accurate business modeling, lively competition during the game, and the scale of the event, Gazprom Neft was subsequently able to hire some talented young specialists.

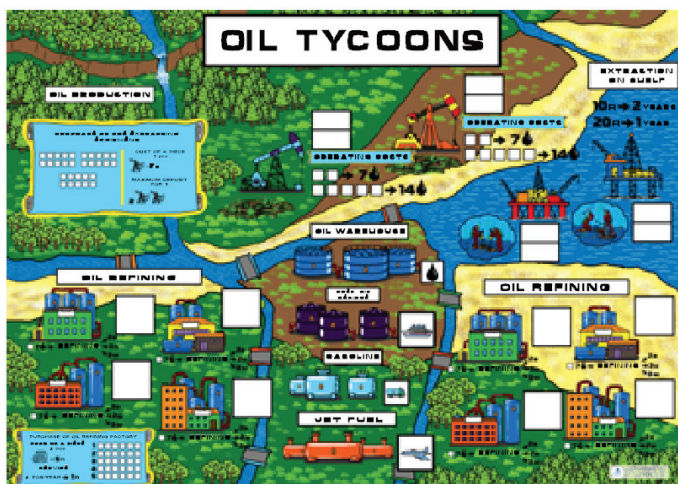
Benefits of the Training

- **Creation of an entrepreneurial way of thinking**
- **A clear vision of how the decisions** made in various company departments are interwoven
- Instilment of a **client-oriented approach**
- Improved **skills in information analysis** and decision making when time is short and resources are limited
- A graphic demonstration of the particular ways in which **the corporate and retail petroleum sales markets** work
- Generation of insights and own ideas in the area of **management optimization** and company development
- Fewer losses caused by ignorance or misunderstanding of the company’s **operating strategy**
- **Increased number of initiatives** for developing the company’s core business areas
- **Increased number of loyal clients** due to personnel awareness of the cost of losing a client and their application of a client-oriented approach
- **Smoother collaboration** among personnel
- A managerial team with a **common approach**
- **Higher level of personnel involvement and engagement** in what the company does
- **Less resistance to change**



Can be used

- As an **effective starter** for a dedicated program of line manager or specialist training
- As a **vivid, interactive, motivational event** during conventions, conferences, and meetings
- For **identifying to talent** among young specialists and people identified as potential managers
- **Increase understanding** of the roles played by specialists and line managers in achieving the company's target financial results
- As a **graphic demonstration** of how all the company divisions operate, from production and refining through to sales



Game Specifics and Goals

- The game simulates a competitive market: **4 companies operate** with the same pool of clients for 5 game periods. Each company team consists of 4 people – **the general director, finance director, production director, and marketing director.**
- All the companies begin the game with the **same amount of starting capital**
- The winner is the company whose **strategy earns the most profit** by the end of the game

Game Specifics and Goals (continued)

- **Some of the decisions** the players will make:
 1. A market operations strategy for each of the 5 periods
 2. Sequence and proportion of investment in oil production equipment purchases, refinery construction, offshore development, and client services
 3. Whether to diversify or focus sales
 4. Whether to focus on affordable pricing, investing in the company image or market research
 5. Correction of errors made
- The Oil Tycoons business simulation is a tabletop game using mathematical modeling of economic processes that incorporates industry specifics
- Game duration: 8 hours
- 12 to 250 players
- This business simulation game can be ordered as a staged event, or can be supplied for in-house use by the client

ABOUT THE AUTHORS



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Rustem Bogdanov and Ildar F. Bogdanov are Co-Founders of BIRC. Rustem and Ildar managed to develop BIRC from a start-up to one of the TOP 15 Russian consulting firms. Since 2009 Rustem and Ildar became leaders of the business simulation games sector and now they are responsible for development and sales in Russia and in foreign markets. They attract and build long-term relationships with key account companies such as Gazprom, Mercedes, ING, Unilever, Home Credit, and Caterpillar.



For more information about **Persona GLOBAL**®, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



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