

The Carriers



'The Carriers' a Business Simulation Game Defined

In today's world, where the only constant thing in life is change, humans are increasing important in business competition. In order for companies to remain efficient in a rapidly changing environment, the human factor must constantly be cultivated. 'The Carriers' simulation game models inter-departmental cooperation and communication by means of a fun business simulation of building a railroad. Players acquire knowledge and skills that can easily be put to use afterward in real life. This game provides a high level of player involvement and an emotionally charged atmosphere which helps players to remember the conclusions long after the simulation.

'The Carriers' can be used...

- As an **effective opening session** in a general training program
- To **improve multifunctional relationships** between departments
- For project teams to get acquainted and begin working together
- As a **"warm-up" prior to strategy sessions** or other team events
- As a **team-building event** during conferences and meetings for company employees, business partners, and clients

CASE STUDY

Building Interfunctional Communications

◆ THE CHALLENGE

Build cross functional communications in a team of top managers. Switch from making decisions as a single authority to decision making as a managerial team. Move the team towards common goals and tasks instead of working alone in their areas of responsibility.

◆ PROPOSED SOLUTION

Stage a one-day event based on 'The Carriers' simulation game. Between the game's rounds, there would be problem solving and lessons on decision making within a managerial team.

◆ RESULTS

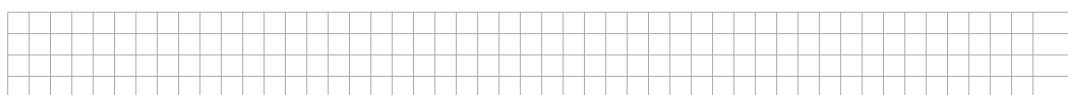
During the course of the event, players altered their mindsets from working individually and independently to actively communicating with all departments. Players learned that in order to make management decisions, you need to have the complete picture and information from all departments involved in the work process. Furthermore, the players' drives and initiatives shown, depended on the tasks that were to be accomplished.

Benefits of the Training

- **Improved understanding** of how business departments are interconnected
- **Enhanced skills** in information analysis and decision making
- Players come to see in the game all the challenges of **cross functional coordination and cooperation**
- Players come to understand the specifics of how ideas and **economically substantiated** innovations are promoted within the company
- Players realize **the importance of properly organizing** and conducting meetings
- Players acquire the tools for improving communication and **solving cross functional problems**

Benefits for the Company

- Fewer losses caused by the lack of **cross functional coordination**
- Improved **personnel work performance** and team creation
- **Greater personnel involvement and engagement** with company activities and initiatives
- **Fewer conflicts** between departments
- **Opportunity to bring** company **employees, business partners, and clients** closer together in an entertaining game held in an informal atmosphere



Game Specifics and Goals

- The game models **5 departments** within one company
- Due to geographic dispersal, there are limitations on **communication between the departments**
- The team must fulfill a purchase order and ship **the appropriate freight**
- To fulfill the order, the team must plan **the optimum route** and then lay out the route on the game field
- To do this, the department employees have **to promote ideas** within the company as part of their functional tasks - they must also **introduce innovations**
- The players confront failures of **communication**, lost information, **cross functional resistance**, and decisions that are never made
- The success of freight deliver and fulfilled order relies on how **well the team works together!**
- 4-8 hours of simulated play
- 12-250 people can participate in the simulation
- The simulation can be ordered as a staged event, or 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.



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