

The Well-Run Gas Station



What is it?

The Well-Run Gas Station business simulation game is designed to train gas station operators. It incorporates all the aspects of running a real gas station, from properly handling personnel to correctly applying merchandising standards. By modeling real-life situations, from equipment breakdowns to high customer traffic during peak hours, the game helps players learn how to make the correct decisions, understand the principles of efficient gas station operation, and follow the service standards established by the company.

Supporting the efficient operation of a large retail chain is a tough challenge for any company. But if the business has to operate according to numerous technical and safety standards and restrictions, then managing the scattered retail outlets becomes virtually impossible due to constantly arising problems and wrong decisions made by managers.

The most graphic example of this sort of network is a chain of gas stations. The hazards of handling highly flammable and explosive materials mean that strict standards must be adhered to, but the

high degree of independence and the uniqueness of each individual gas station, coupled with varying levels of personnel training and motivation, create a mass of obstacles to compliance with all the instructions and service procedures. The situation is further complicated by the fact that, just as in any other retail chain, a high, standardized, and consistent quality level must be maintained for the fuel and associated goods and services at all the gas stations.

Fulfilling these tasks is fully and totally the responsibility of the person operating the gas station. Consequently, by training them, the company will ensure that its chain operates efficiently. In most cases, however, the operators have no managerial education, since people that are appointed to the position are the senior and most experienced employees who are highly knowledgeable about how their gas station operates, but cannot cope with specific issues of managing people, resources, and time.

This game provides a high level of player involvement and creates an emotionally charged atmosphere, so the conclusions drawn by the trainees are remembered for a long time.

Case Study

SITUATION

The Client needed to train its gas station operators, from senior specialists to managers. As well, to teach them the importance of following corporate standards.

PROPOSED SOLUTION

After diagnosis and discussions, we proposed holding the Well-Run Gas Station simulation game with an additional training module. The training program, designed for 2 full days, was handed over to the company's in-house business trainers so that it could subsequently be run in all the regional chains.

RESULTS

The players in the business simulation game acquired the fundamentals of efficient gas station management, particularly in the areas of personnel management and time management, as well as the basics of correct merchandising of goods in the gas station convenience stores. They also got to understand the importance and necessity of following corporate standards in order to achieve top operating performance results. Based on the results of the program, the operators drew up plans for improving operations at their own gas stations. tasks that were to be accomplished.

Benefits of the Training

- **The knowledge** needed to efficiently run a gas station
- Learn **the basics of time management**
- Skills of **strategic and tactical planning** and how to make the right decisions in difficult situations
- **Learning of personnel management basics**, together with the effect of working conditions and motivation on an employee's work capacity
- Familiarization with fundamental **merchandising laws**
- A graphic encounter with the consequences of ignoring **corporate standards**, and an understanding of the need to apply them in order to **achieve higher performance results** for their gas stations
- Learn how to **improve the quality** of gas station operation throughout the chain.
- The **professional growth** of operators to manager level helps create a reserve of key personnel
- Understanding the importance of **following corporate standards** makes centralized control easier
- Reduced personnel turnover due to a better understanding by managers of the principles of **HR work**



Game Specifics and Goals

- **Teams of up to 5 people** take part, each team being given a chance to run one gas station
- **Teams compete against each other** in pairs, and potential clients can choose between the two gas stations
- In the course of one game day, the aim is to **achieve the highest sales of gasoline and convenience store goods**
- The time taken to serve clients depends on **how skilled the personnel are and how well equipped** the gas station is
- The players must **make decisions** on inventory **planning, supply scheduling, personnel allocation to jobs, personnel training**, and time management.
- This is a tabletop business simulation game using mathematical modeling of economic processes and real-life situations that occur at gas stations
- Game duration: 8 to 16 hours
- 8 to 250 players
- It can be ordered as a staged event, or can be supplied for in-house use by the client



ABOUT THE AUTHORS



Rustem Bogdanov and Ildar F. Bogdanov
Russia

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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