

Businessgaming

serious & educational gaming





Businessgaming contributes to:

- **Inspiration,**
- **New ideas**
- **Knowledge generation**
- **Teamwork**
- **Serious fun**
- **Getting acquainted**
- **General business knowledge**



Definition of gaming



Gaming:

A game is an activity among two or more independent decision-makers seeking to achieve their objectives in some limiting context.

Serious gaming:

Serious games are games that have an explicit and carefully thought-out educational purpose and are not intended to be played primarily for amusement.



History of gaming



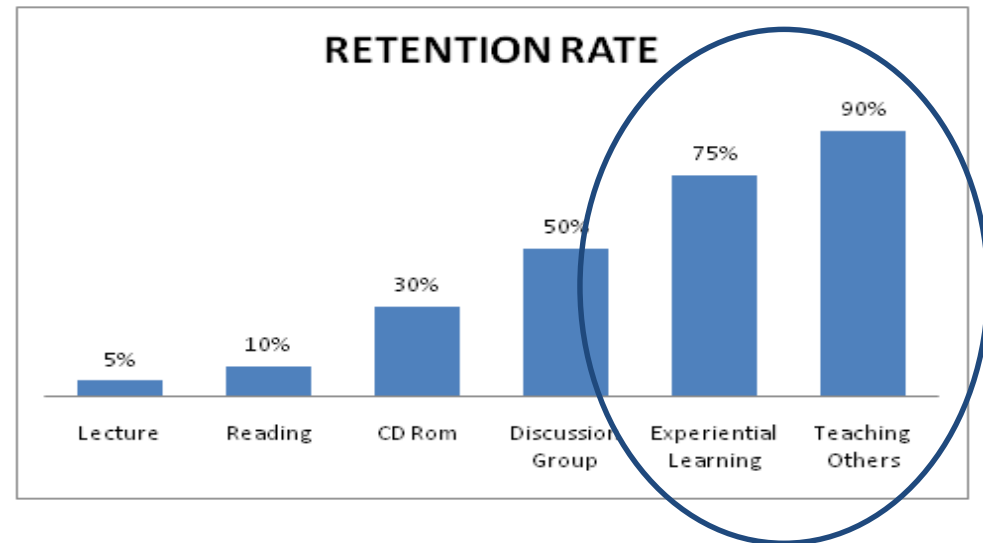
- Mankala games were played 1500 BC
- Playing cards exists since the 1370 - 1400 AD
- Domino exists since the 17th century
- Towards Europe via the slaves during 20th century
- 1935: Monopoly exists since 1935
- 1958: Oldest videogame is tennis
- 1970: Serious gaming since 1970
(practised in warfare simulations)
- 2005: More initiatives but still many bugs
- 2009: Aviation & Healthcare industries are forerunners
- 2011: Businessgaming



Why Serious Gaming (1)



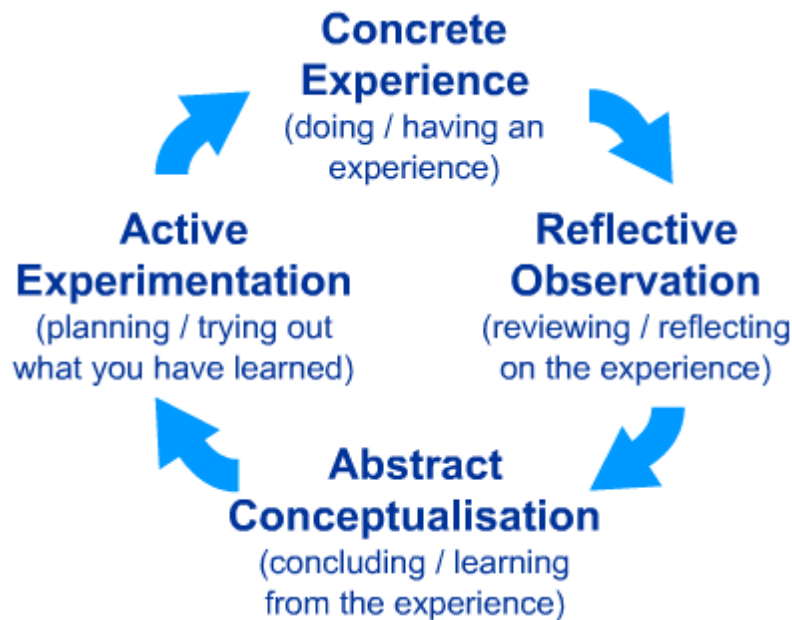
- Experiential learning is applicable
- Competition
- Simulating real life
- Grasping complex business issues



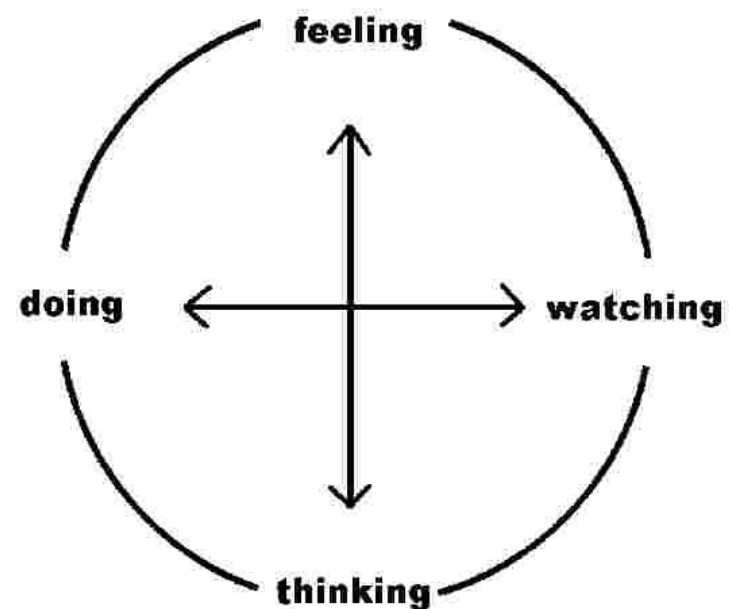


Why Serious Gaming (2)

Methods of education



Different learning styles (Kolb)



TNO delivered scientific proof, for more information see report



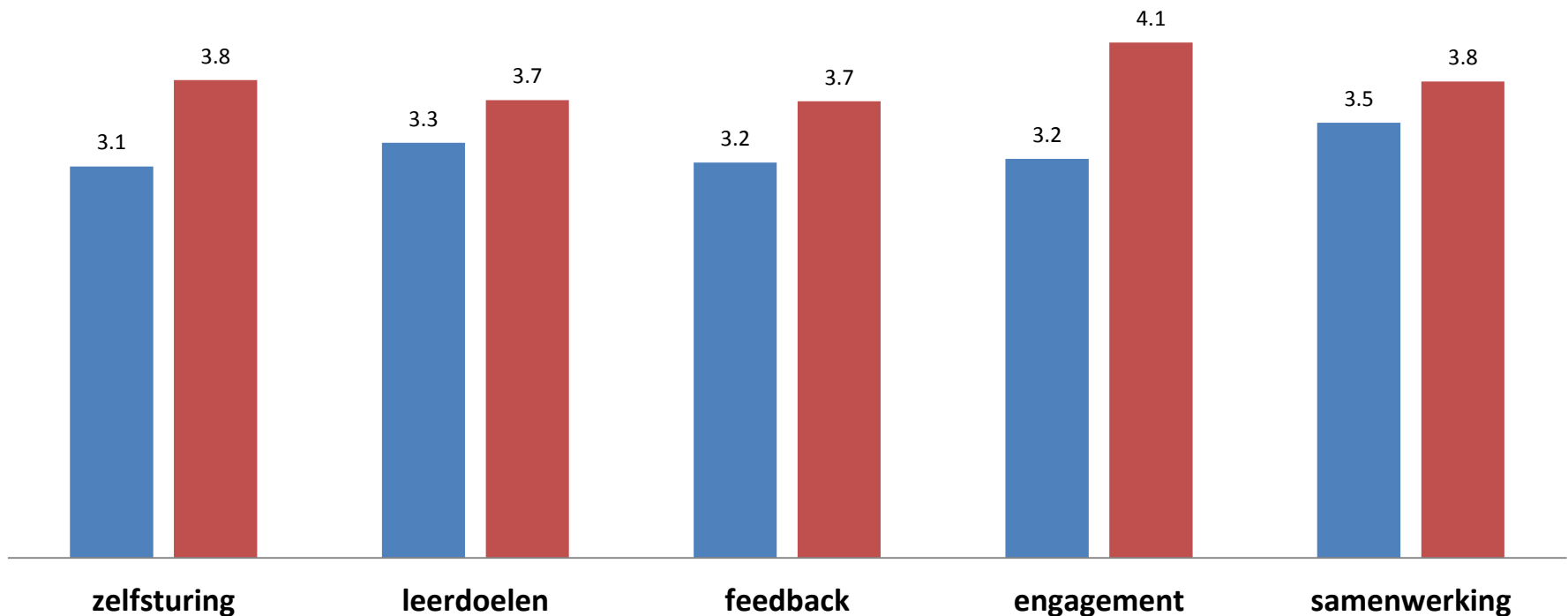
Why Serious Gaming (3)



Significant better results, research by TNO

■ controle groep ■ experimentele groep

Leerkenmerken



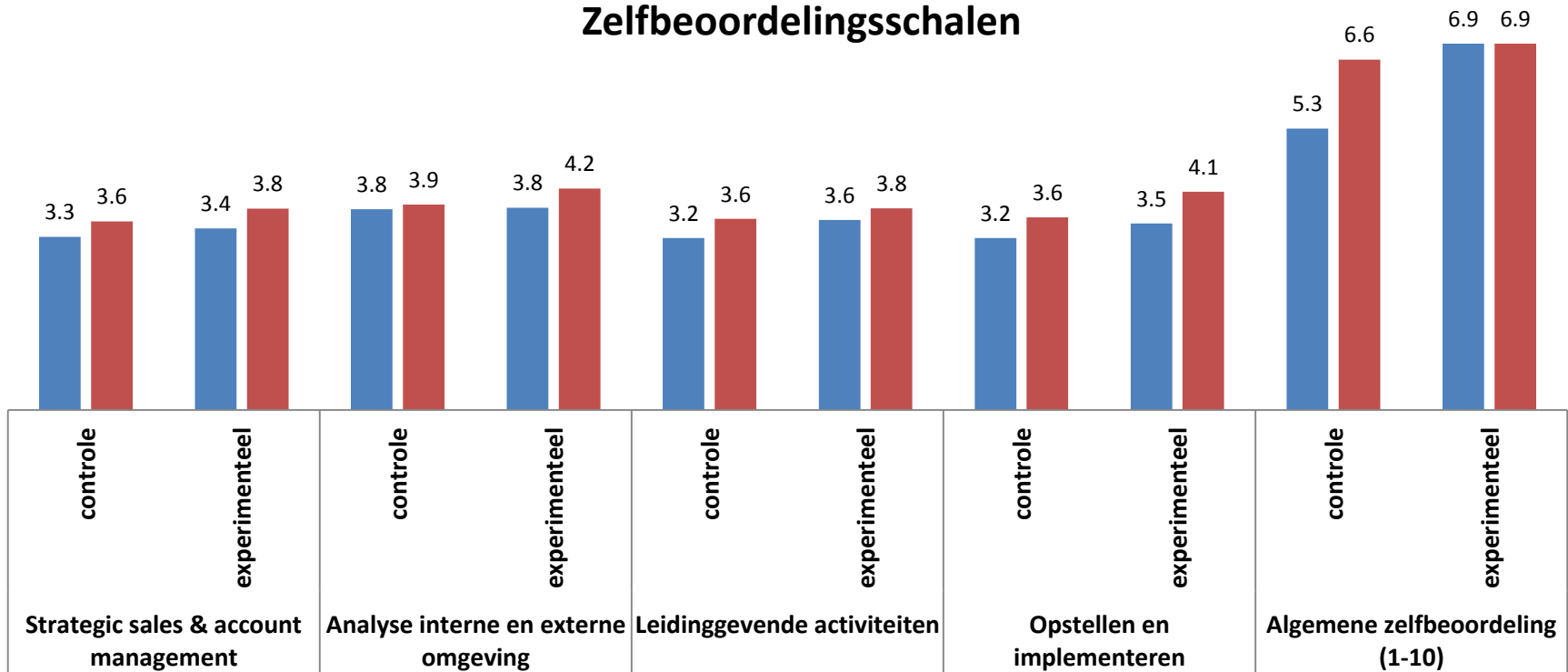
Why Serious Gaming (4)



Significant better results, research by TNO

■ Voormeting ■ nameting

Zelfbeoordelingschalen



Why Serious Gaming (5)



- Education & training
- Change management, awareness and improvement programs
- Business events



Businessgaming (1)



- Unique games for all business area's
 - General management games
 - Games per business discipline
- Always an experienced game leader
- Creating a real business experience
- Learning by doing creating own unique environment
- Geared towards actual & specific business issues



Management Games



Games per bedrijfsdiscipline

Finance & Control

Fiscal, Legal, Pensions, Taxes

Human Resources

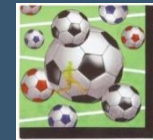
IT incl. lean, bpm, bpr

Logistics

Procurement

Operations

Marketing
& Sales
Services



A carefully engineered game for every theme in Business (3)



Change Management

Look & Feel (1)



Events



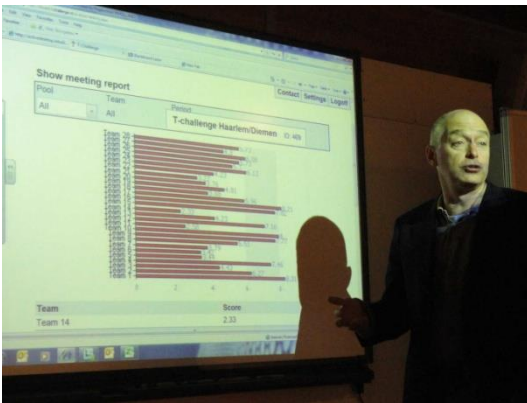
Look & Feel (2)



Education



Look & Feel (3)





Let's play,

for more info:

Giovanni Douven

+31 6 539 694 67

info@businessgaming.nl

Thank you!

