

WHITE PAPER

# Unlocking Strategic Potential with Agile Simulations

It's great to have a plan, but that plan rarely survives the obstacles reality throws at them. That's where agile thinking comes in. Agile thinking values responding to change over following a plan. If you're looking to increase strategic thinking and agility in your organization, a strategic business simulation might be just what you need.

**At Celemi, our strategic simulations all have a few key ingredients:**

### 1. Mimic reality

Our gamified solutions put participants in realistic conditions, which prompt them to make realistic decisions, such as: How do we hire? How do we set up our organization? Should we take on loans? How should we invest in marketing, products, production lines, etc. What customers should we target?

This also involves realistic trade-offs as participants decide how to prioritize investments. There is a clear sense of purpose. Participants have clear goals, know how they will be evaluated, and what they need to do to win the game, and how to translate that success into reality.

### 2. Teamwork

Teams make decisions together, encouraging dialogue between team members. Directions are clear, but not limiting, which gives participants freedom and self-direction within their teams, encouraging creative ideas and Aha! Moments that otherwise would not have been reached.

### 3. Cause and effect

Our simulations are designed to provide participants with quick and clear feedback on their decisions, with transparent logic behind that feedback.

### 4. Dynamic competition

The actions of other teams affect your team. While the rules stay familiar throughout the game, the landscape can shift as you respond to competitors.

### 5. Right level of "noise"

"Noise" in this case is the amount of information coming in. Participants actively process information, sorting out what is and isn't relevant.



### Different strategic simulations work better for different scenarios

The size, scope, and context of your organization's challenges will determine which simulation works best for you. Our strategic simulations include:



**CELEMI Enterprise™** – Lead and develop a company in a rapidly expanding market with fierce competition.



**CELEMI Agile Move™** – Lead an agile project and organization.



**CELEMI Tango™** – Lead a consultancy company in a battle for talent and projects, building intangible value.



**CELEMI Decision Base™** – Lead and manage a production company breaking into new markets and products.

### When is an agile thinking simulation most beneficial for an organization?

An agile thinking simulation can help when an organization faces silo thinking, lack of big-picture understanding, and/or trouble adapting quickly to changing conditions.