



LDP – Team Report Telekom

Kick off... Budapest, a long time ago

Five guys from different countries sitting together at the same table. The only two things that were known about the others were, on the one hand, that we were employees from DTAG in locations somewhere across Europe, and on the other hand that we were supposed to be a team. Besides that we did not know what to expect with the participation in this business simulation. Even how MARGA worked was vague to us, as nobody had a detailed look into the user manual.

However just looking to the faces and not knowing nothing about the other teams, there was a clear target in every of our heads: **Win, Win, Win, Win and Win!!**

The test phase ... let's try some strategy elements

We tried some elements and what happened: We became last ;-)

But this was planned, so were able to get the most data to analyze it for the main round.

The main round and the founding of our virtual company - The Sixth Sense Corporation

Here happened much of the team building ... also we figured out that the best strategy is always a mix between different strategies (e.g. cost leadership or quality leadership).

Reducing costs is important for every strategy. Last but not least we agreed that we really needed a company name for our team 6. After some discussions a name was found - The Sixth Sense Corporation. We sensed that more than five senses were required to win that competition.

Storming...

Different discussions about making the calls through webex or the MARGA tool were done, etc. Once the way of communication was agreed to webex and after some technical issues, regular Telco's were set up. Nevertheless, the output from the calls was not really successful as there was not a clear target and roles / responsibilities, were not clearly defined.

Norming....

All of a sudden, our mastermind Stefan was given his role by leading the company from a target and strategic point of view. Due to that and after the agreement from all the board members, all the others assigned us into the necessary board positions: market analysis and strategy (Kenan), marketing (Dirk), delivery and production (Robert) and finance (Petra) in order to provide expertise in every detail of the functions. In addition to that Kenan became by providing the necessary social media environment and analysis data the representative of the team.

Performing...

Selected strategies were more than OK what brought us to the #1 position in mostly every round. This provided us a good atmosphere (be #1 always helps) all over the team and helped us to trust in our possibilities and on the other side, it provided high motivation to work hard to be the best in order to be in the finals.



marga



Finally there - in Munich (Ismaning)

Great re-union of the board members and already at our team dinner event, we knew that we had really good chances to take the Oscars home with us and we got confirmed on Friday evening.

It was a great experience, which showed us, that we can achieve a lot, when a team is willing to focus on the same goal and also to walk the extra mile.

We would again participate and can recommend it for the future LDP participants.

Kindest regards

Board Members - The Sixth Sense Corporation



Team 6 'The Sixth Sense Corporation', Deutsche Telekom, LDP 2013