

**INFORM.
INVOLVE.
IMPLEMENT.**

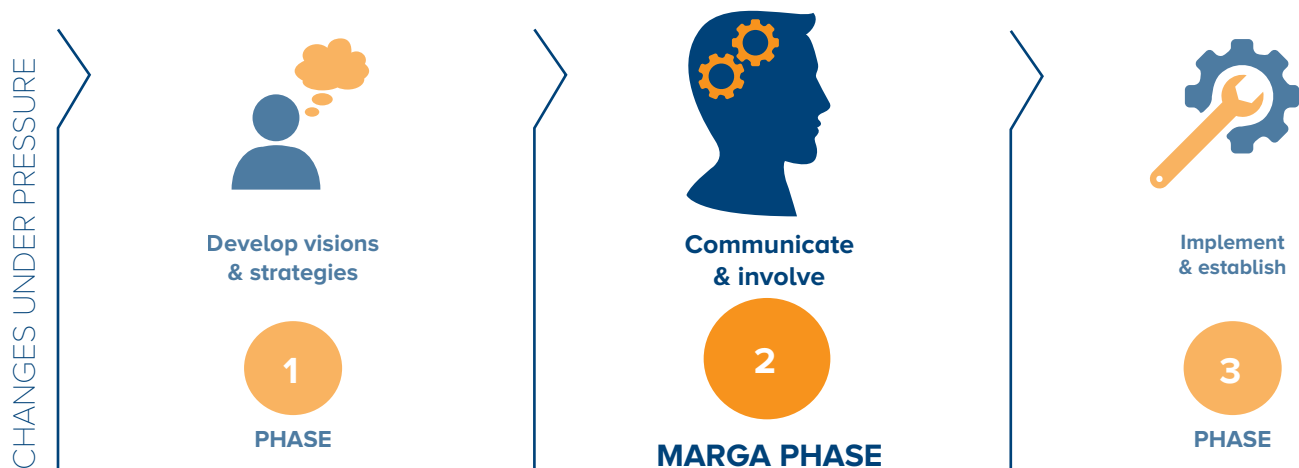
**BUSINESS SIMULATIONS WITHIN
CHANGE MANAGEMENT**



BUSINESS SIMULATIONS WITHIN CHANGE MANAGEMENT

Making changes transparent and involving employees

When the necessity of change becomes predominant, companies are urged to develop new visions and strategies. The MARGA simulation illustrates business correlations and involves the employees directly in the change process.



The business simulation mirrors the challenges of a change process one-to-one and creates pressure. All participants pick up the task to change their own virtual company and to develop their own strategies in teams. In the simulation, they experience the complexity of adapting all company functions and divisions to the new business situation. Thus, they are directly involved in the change process.

Customized simulation

MARGA offers the possibility to integrate many different influencing factors of change processes into the simulation. The teams themselves control the changes in the simulation. This shift in perspective encourages affected employees to actively get involved.

Or choose between our two existing change management versions.



Version 1: Business Transformation (Focus: Product)

Well-established business models are nowadays underlying fundamental and quick changes. New markets come from close to scratch, and in turn entire business lines vanish due to mega trends such as i.e. digitalization. The 'Business Transformation' simulation picks up such disruptive changes and makes them tangible from an entrepreneurial point of view in matters of a company as a whole. It catapults the participants into a situation in which they are urged to make decisions caused by the pressure of change.

A decline in sales and profits comes in line with an increased capital demand for future investments. The active implementation of this business transformation within the simulation, enhances an overall comprehension and ensures a sustainable knowledge of the change process.

Version 2: Strategy Execution (Focus: Corporate Strategy)

Rapid technological progress and continuously changing market conditions force the management to take extensive strategic decisions. This comes along with massive changes within the actual organization and an effect on all its divisions and functions.

In the business simulation 'Strategy Execution', the participants are challenged to develop as well as to operationally implement their own business strategy. In doing so, they get to know the complexity from an overall company perspective and in the simulation itself, they have the chance to experience the entire change process directly. In terms of facing the pressure of having to adapt to changing frame conditions, as well as thinking in alternative scenarios up to the implementation of strategic turns in direction. Above all, these aspects need to be considered within all company sectors and functions.



Change before you have to.



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