



Whitepaper



Promoting talents & developing teams:

Game-based learning as a success factor in management trainings

Shortage of skilled employees as a challenge

More flexibility, a good work-life balance, extensive development opportunities – the younger generation’s expectations of their jobs are changing. Young professionals want employers who support them, show them development options and offer them a workplace where they can grow.

These are demands, that companies must meet today in order to be perceived as an attractive employer. This is because there are less qualified workers for more and more vacancies. A competition for talents is developing. The aim is not only to gain high potentials for one's own company, but also to retain and bind them in the long term.



Talent Management: How to develop your employees

Companies can only grow sustainably by binding employees in the long term. Promoting employees and offering them perspectives is central to this. However, this is not always easy.

Many young professionals place great value on development opportunities. According to the Young Professional Attraction Index (YPAI) 2021, 47% of survey respondents are looking for an employer who will provide them with continuous education. Further education not only makes talented employees more satisfied, but also prepares them for their future tasks within the company. Promoting management competencies is an important factor. Talents make tomorrow’s decisions. For this, they must think and act in an entrepreneurial way – this competence ensures future success.

However, talent management also faces challenges. The trend towards mobile working and home office makes talent development more difficult. Further education takes place mainly digitally, which limits the development opportunities. This makes it all the more important to convey an abstract topic such as management to your talents in a sustainable way, even online. With game-based learning in corporate management games, this is exactly possible.

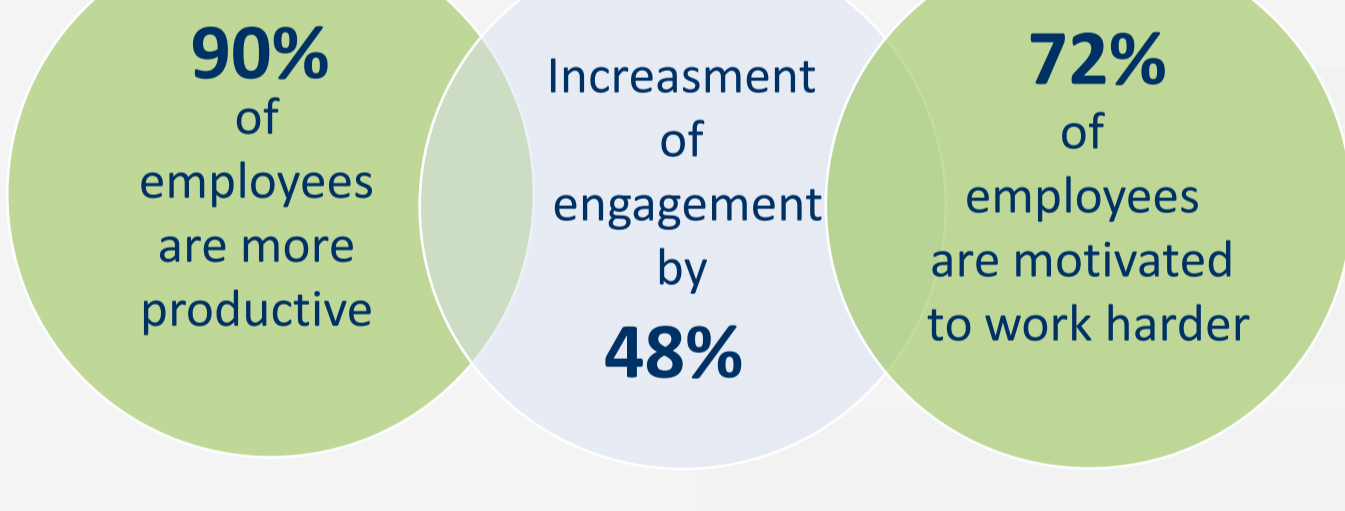
Gamification in the learning process

Gamification in the field of teaching aims to impart knowledge in a playful manner. In this way, sustainable learning success is achieved. This is because the playful elements have the effect that the players learn more effectively and are more motivated due to the high fun factor.

Topics that are abstract and perceived as dry become more interesting. Especially in online training courses, which require a higher degree of self-discipline and initiative, this is a great advantage. This is also taken advantage of in business games that are used in the context of management training.



Impact of gamification:



Quelle: anadena.info

Business games: Develop the management skills of your employees

In business games, participants manage and control their own virtual company and compete as a team with other teams. Over several game periods, they develop strategies and make operational decisions in various areas.

Through gamification participants in business games learn interactively and motivated in a competition. As decision-makers in their virtual companies they are emotionally involved. Measuring oneself directly against the competition fires up motivation in the team and increases attention and memorization. In order to improve, participants are more open to learning content and work with greater focus and interest.

"SELF-DIRECTED ENTREPRENEURSHIP. COMPREHENSION AND IMPROVEMENT OF MANAGERIAL OPERATIONS IN A PLAYFUL MANNER. WITH AN INCREASING FUN AND LEARNING FACTOR. ONE OF THE BEST PROGRAMS I'VE EVER PARTICIPATED IN. A LIFETIME EXPERIENCE!"

*JOHANNES FALKENBERG,
PARTICIPANT MARGA BUSINESS GAME,
DEUTSCHE TELEKOM*

"WHERE ELSE CAN HIGH POTENTIALS AND YOUNG PROFESSIONALS PRACTICE TO ACT AS REAL ENTREPRENEURS? IT'S AMAZING HOW MUCH OUR TEAMS LEARNED ABOUT STRATEGY, BUSINESS MANAGEMENT AND MARKET DEVELOPMENT IN SUCH A SHORT TIME."

*FLORIAN CONRADI,
FORMER PROGRAM MANAGER TRAINEES,
ENBW*

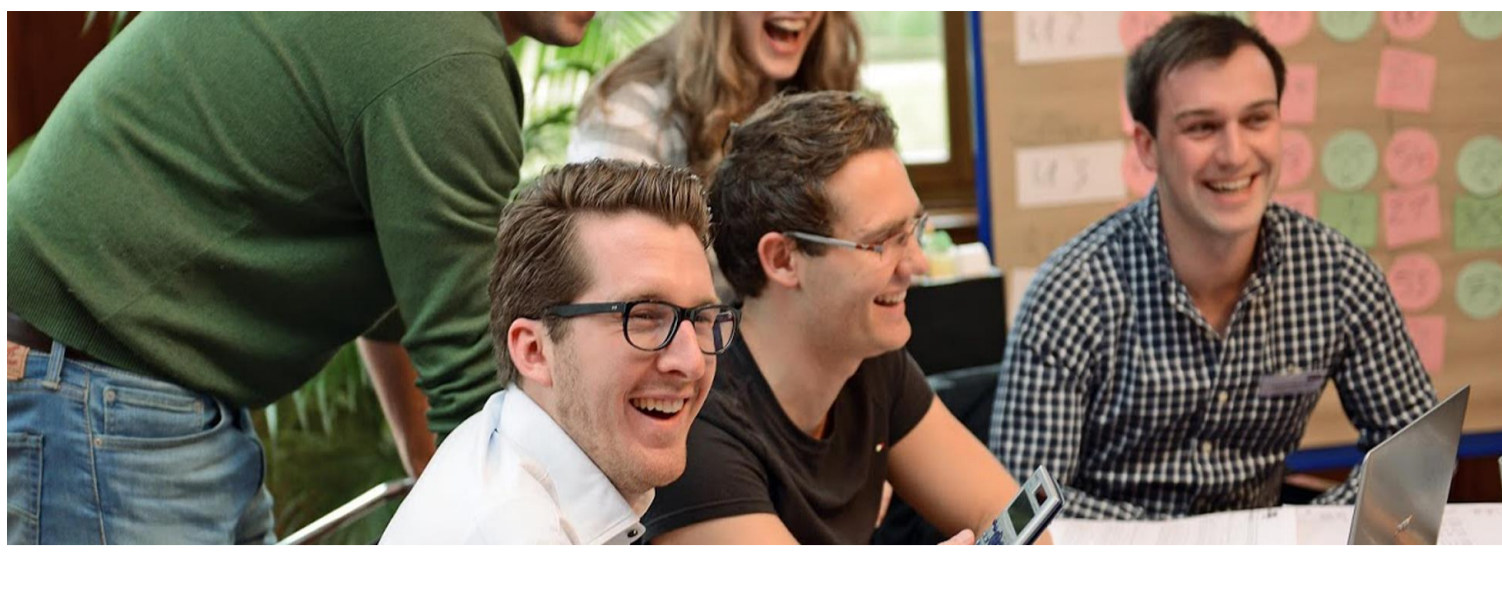
How "Learning by Doing" ensures a sustainable learning success

In a business game participants deal intensively with the contents and develop their own problem solution. They learn by actively developing strategies, making and implementing decisions, and analyzing results. In doing so, they experience the direct effects of decisions and mistakes and learn from them.

A business game extends over several game periods. This is important in order to apply and repeat what has been learned. In this way content can be linked together and remembered in the long term. Successes in the individual periods have a motivating effect. But failures are also part of the process. A supposed failure in a business game is a lasting learning experience - in a protected environment, in which mistakes are not only allowed, but even desired with regard to the learning success.

Participants not only strengthen theoretical knowledge, but also train the targeted application of the contents in teamwork. They recognize the interrelationships within the company and train to make business decisions competently.

Why you should integrate social learning into your online education



In business games, participants develop strategies together and make decisions as a group. They have fun, celebrate successes and overcome challenges - all of which strengthens team spirit. But they also have to overcome disagreements, conflicts and failures as a team. This promotes collective learning and pushes mutual motivation.

Former participants in the MARGA Online Competition confirm the positive influence on social competence. 70% state that competencies such as

- Ability to work in a team
- Conflict ability
- Communication skills
- Ability to cooperate

are strengthened well to very well.

There is a particular lack of interactivity in the area of online training. Here, business games offer great added value. The teams work on tasks together. This strengthens the collective experience and cohesion. Your employees are also welded together beyond the training.

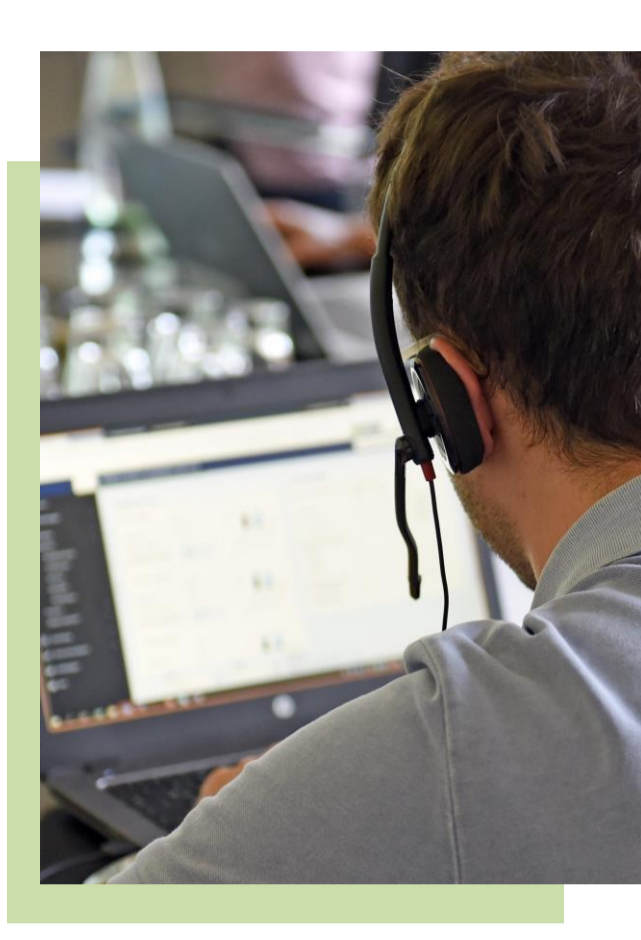
MARGA Business Simulations as business game provider for your employee development

We are the first German business game provider and have been offering business simulations in talent management and change management for more than 50 years.

In the MARGA simulation, four teams compete with each other in a market. They make different decisions in the areas of

- Marketing
- Production
- Human Resources and
- Finance.

We model a realistic and dynamic market environment in which participants can make decisions without risk. In this way, they are encouraged to think and act entrepreneurially. We continuously integrate current economic and political events and trends into the simulation. Reality and the game grow together.



Individual tutoring as success factor at MARGA

We offer a full-service package: Companies register their employees and we take care of the communication, organization and implementation.

Individual tutoring is central for us. Tutors support the teams intensively and proactively during the whole program. All participants can discuss their questions with experienced and qualified experts without any restrictions.

With individual tutoring, we ensure sustainable learning success during the business game program. In the business simulation, participants learn in a self-directed manner. It is important for them to have access to competent trainers in the background at all times to discuss questions promptly and individually.

We offer two open business game solutions:

- The [MARGA Online Competition](#) for Young Professionals is an intensive learning experience, that takes place on the job over a 6-month period.
- As a more compact alternative for individuals, you can choose the [MARGA Management Training](#) as an online, in-class or blended learning format.
- For a larger number of person we offer [customized inhouse programs](#) for different target groups. Please contact us for more information.

All MARGA simulations have one thing in common: they convey business contexts and make management tangible.

[AN OVERVIEW OF THE MARGA PROGRAMS IN TALENT MANAGEMENT CAN BE DOWNLOADED HERE](#)

„BUSINESS STUDIES ARE A SUBSTANTIAL SUPPLEMENT FOR THE OVERALL SKILLS OF OUR YOUNG PROFESSIONALS. THE CONVEYANCE OF KNOW HOW BY MEANS OF A GAMING ENVIRONMENT IS PARTICULARLY ATTRACTIVE. OUR EXPERIENCE SHOWS US THAT BOTH STUDIES AND A COMPETITIVE ENVIRONMENT ARE A GOOD COMBINATION.“

*DR. THOMAS KARCHER,
OPERATIONS DIRECTOR,
VINNOLIT GMBH & CO.KG*

“MARGA MAKES ENTREPRENEURIAL THINKING TANGIBLE WITHOUT REAL RISKS. THE ONLINE COMPETITION IS AN INTEGRAL PART OF OUR JUNIOR MANAGER PROGRAM.“

*RUTH ZIEGLER,
HUMAN RESOURCES,
BOSCH*

Since 1971...



...more than 100.000 Young Professionals have already taken part in the MARGA Online Competition

10 reasons why you should integrate business games as a training measure in your talent management:

1. You develop your talents so that they can take the decisions of tomorrow.
2. Participants experience complex and abstract management topics in a tangible way.
3. Your High Potentials develop entrepreneurial thinking and acting and train to make competent business decisions.
4. Through the "learning by doing" method, participants apply learned knowledge directly and playfully in concrete decision-making situations.
5. Participants experience a realistic and dynamic market environment in which they can try out the practical case without risk and without fear of making mistakes.
6. The dynamic competition creates emotional moments that deepen the learned knowledge in the long term.
7. Business games can be flexibly integrated into your existing training programs.
8. Participants recognize overall corporate contexts.
9. Participants train important soft skills such as self-organization, project management, (virtual) collaboration and communication skills.
10. Business games can take place completely digitally and ensure motivated and interactive learning even in the online environment.



Feel free to contact us if you have any further questions. [Click here to schedule an individual consultation.](#)

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Successful partnership with ESMT Berlin and Handelsblatt Media Group