

The Greatest Move™

Using BPM to create Added Business Value

Strategy statement from the Directors:

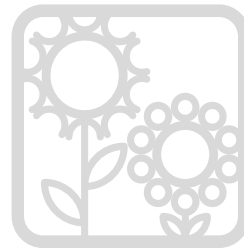
“...World Wide Movers (WWM) finds itself in a highly competitive market. Our competitors are outperforming us because they are able to deliver their services faster and more efficiently. There is a rumour in the market that within the coming period there will be a tender for a large, complex removals project. This tender will be awarded to the company that can demonstrate the best performance. We must quickly ensure that our processes are optimized, so that we are in a position to win this deal and ensure the continued survival of World Wide Movers in this competitive landscape.

The BPM Simulation workshop “The Greatest Move™” is an interactive and realistic way to experience the essentials and the benefits of Business Process Management. Participants of the Simulation are confronted with situations they will recognize from their own working environment. At the same time the simulation allows participants to distance themselves from their own business environment; processes; and experience; and oversee the key aspects of BPM in action.

In this Simulation you are an employee of the international removals organization World Wide Movers. The credo of World Wide Movers is “We move everything, even what others refuse or cannot do”. The product catalogue reveals that your organization specialises in moving the following types of products: Animals, Housing and Company goods, large mineral goods, Diamonds and Exclusive Cars. There is a rumour that the large ‘Big Apple Zoo’ in New York has been sold to an Australian Businessman. The complete Zoo, including animals, buildings, cages and animal welfare products must be moved. This is an enormous and complex project that will gain worldwide exposure. All renowned removal companies have expressed an interest in securing this project. The tender will be awarded to the company that can demonstrate the best performance. World Wide Movers has decided to tender for this project that has been labelled “The Greatest Move”.

During the Simulation the Director will take charge and will lead his team in an initiative to improve the internal processes and the performance of World Wide Movers so that the company is differentiated from competitors. This will enable WWM to secure this ambitious and challenging deal. Your challenge? Working with your team, can you ensure you can optimize the business processes of WWM and win this prestigious deal?





Workshop Set-up

During the day you will be one of the employees from World Wide Movers. For example you are an employee from the Service Center. This is where all 'requests for proposals' and information requests enter the company. Or you are an employee from the Planning department. In this role you are responsible for ensuring that the Aircraft freight capacity is optimally utilized.

Together with your team, you design the work processes necessary to ensure that the objectives and goals of the Director are achieved. The processes you design will be tested with realistic removal requests during the simulation. At the end of the first simulation round a dashboard will reveal the performance of your organization, based upon a number of key performance indicators. This score, in combination with new market intelligence will be used to determine if and how you need to further optimize your processes in the next round.

Experience Business Process Management

The simulation consists of 3 rounds. In each round typical BPM aspects are the central focus. Business Process Management encompasses a process based approach involving people, methods and technologies. Within each round you will design and improve your business processes. You will also learn how to monitor and steer these processes. The influence of behaviour, the skills and the competences of people on your process performance will be revealed. You will also learn the role that information plays in a process and how information can be captured and shared. You will experience how systems can be used to optimally support (and enable) the business processes.

During this interactive workshop you will experience and practise the following BPM aspects:

- Setting measurable targets
- Analysing the As-Is and To-Be situation
- Defining processes and assigning ownership for the processes and Process Performance Indicators
- Implementing processes, measures and control instruments
- Monitoring and steering processes
- Continually improving Processes

During the 3 rounds, you will experience 3 phases in the maturity of an organization or department. You will recognize the specific behaviour, characteristics and challenges of each maturity phase.



Phase	Characteristics	Challenges
Transparency	Quality	<ul style="list-style-type: none"> The key stakeholders must have insight into their contribution and influence on the process.
	Compliance	<ul style="list-style-type: none"> The consequences of changes in laws and regulatory controls need to be implemented within processes to ensure that they remain compliant.
	Control	<ul style="list-style-type: none"> Implemented processes are inadequately enforced with an enabling Governance structure.
Transformation	Cost saving	<ul style="list-style-type: none"> Short term needs for realizing demonstrable efficiency improvements.
	Customer focused	<ul style="list-style-type: none"> How to make optimal use of our Human resource potential.
	Time-to-Customer	<ul style="list-style-type: none"> How to align our “production process” with the sales and delivery channels. How to link and manage processes and sub-processes end-to-end with the supply chain.
Flexibility	Time-to-Market	<ul style="list-style-type: none"> Supporting processes (e.g. Product development) must ensure that product release meets time-to-market demands.
	Innovation	<ul style="list-style-type: none"> Innovation needs must be quickly identified, agreed and put into development.
	Knowledge network	<ul style="list-style-type: none"> Supporting Processes must be capable of being ‘outsourced’ while the core processes continue effectively and efficiently.

Learning Objectives

During this Simulation workshop the following BPM aspects will be addressed:

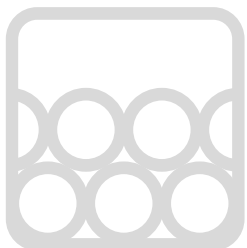
- What is Business Process Management?
- Why insight into your processes are important and necessary.
- What is the relationship between leadership and cooperation: between people and the objectives of the BPM organization?
- How to design and optimize and manage your processes.
- How to translate the business goals into processes, performance indicators and monitoring instruments.
- How to integrate compliance demands into your processes.
- How to control and manage a supply chain.
- What is the role of information in steering and optimizing your processes.
- What are the success factors for implementing, managing and improving processes.
- How to ensure good process Governance.

Target Audience

This Simulation workshop is aimed at the following target groups:

Management teams

- Wanting to determine if they are able to apply BPM aspects within their organization;
- Commencing BPM implementation within their organization;
- Wanting to create awareness within their department(s) about BPM;
- Wanting to learn how to implement, improve and manage processes;
- Wanting to discover what BPM is and what the consequences would be for their organization by adopting BPM;
- Needing to work together to develop a practical approach and plan to implement BPM.





Employees:

- Where management wants to create awareness about a 'new' way of working within the department;
- Who are/will be involved in a BPM initiative;
- Project managers looking for a stress free, learning environment for starting a BPM initiative (creating buy-in);
- Employees responsible for improving their own processes.



Additional information

- The simulation is played with 6-10 participants
- The simulation is a 1 day workshop

A preparatory session is held prior to the simulation to ascertain the process maturity of the organization and the specific learning objectives of the event. Following the simulation, the facilitator will provide feedback on observations made and the learning experiences gained, creating a baseline for further development and improvement.

What Customers say

- “..an exciting and interesting day filled with learning moments.”
- “..in the simulation you clearly experience BPM in action”
- “..a number of recognizable mistakes were made during the simulation, we can certainly use what we experienced and learnt in a practical way in our own environment...”



More information

This Business Simulation 'The Greatest Move' has been developed by GamingWorks. GamingWorks is also the developer of other successful simulations such as "Apollo 13 – An ITSM Case Experience" and "The Challenge of Egypt". The simulations are facilitated by certified partners worldwide.

For further information on this workshop, please contact us: www.gamingworks.nl

