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COMPLEXITY

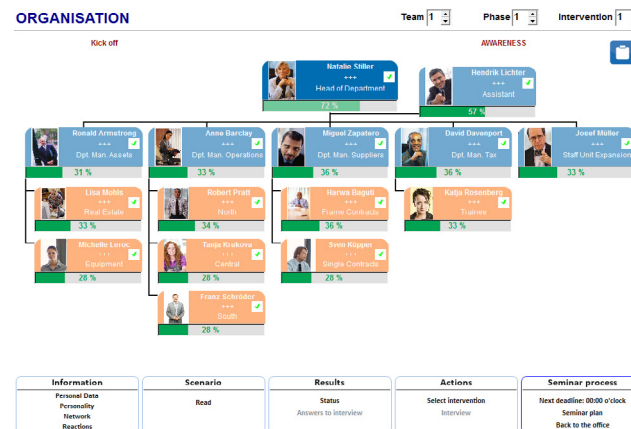
## TOPSIM® – PEOPLE MANAGEMENT

Leading and accompanying people in change processes is a key success factor for companies. In profound change processes, analysing and taking the interests of the stakeholders into account is essential. Most important is the foundation of an effective communications strategy. The TOPSIM – People Management simulation game simulates the initial months of a change process in a virtual company department. A toolbox with a range of seminar concepts rounds off the offer.

### ABOUT TOPSIM – PEOPLE MANAGEMENT

- ▶ Players of TOPSIM – People Management act as change consultants. In this case, the task is to advise the newly appointed managers on how they can guide their department through a period of change in the role of a change agent. Approximately 35 different interventions or communication measures can be selected, with different time scales, scopes and impacts. The manager's goal is to inform and motivate the employees as well as to guide them to a level of self-commitment which enables them to improve their performance and anchor the change sustainably. How do I accompany the employees through the different stages of a change process? How do I manage different personalities? During the simulation it is necessary to learn about the personal requirements, resentments and relationships of the individual employees and to incorporate them in the decision making.

#### The structure of the new organisation



### TOPICS COVERED

Fields: Business Administration, in particular Human Resources and Organisation, Change Management

- ▶ Matrix for the stakeholder-analysis and dialogue
- ▶ Phase models (Kotter, Four Rooms of Change Theory according to Janssen)
- ▶ Personality profiles (DISC, INSIGHTS MDI)
- ▶ Team analysis using the approval-trust model
- ▶ Role of the manager (Iceberg model, transactional versus transformational leadership)
- ▶ Dealing with resistance (Doppler & Lauterburg)
- ▶ Communicating change: what is communicated when, to whom, and how?
- ▶ Design and planning of an intervention strategy at the organisational, team and individual level

### GENERAL LEARNING OBJECTIVES OF TOPSIM – SIMULATION GAMES

- ▶ Recognize and consider internal and external conditions for business success in a dynamic competitive environment
- ▶ Select and implement strategies to achieve targets
- ▶ Evaluate business data
- ▶ Effective decision-making in a team
- ▶ Assess the implications of decisions

## LEARNING OBJECTIVES OF TOPSIM – PEOPLE MANAGEMENT

- ▶ Get to know the dimensions, triggers and goals of change
- ▶ Identify and analyse the most important stakeholders (key persons) and evaluate the stakeholder interests (e.g. allies, followers, opponents, foot-draggers)
- ▶ Analyse personality profiles, team- and relationship structures
- ▶ Understand and manage the emotional reactions of those affected
- ▶ Explain the role of the manager
- ▶ Recognize and understand resistance
- ▶ Get to know communication tools and understand their effects
- ▶ Plan and derive targeted communication measures



## TARGET GROUPS

- ▶ Masters or final-year bachelor students studying Economics or Social Sciences
- ▶ Middle management
- ▶ Companies and other organisations looking to train their staff to be change management consultants

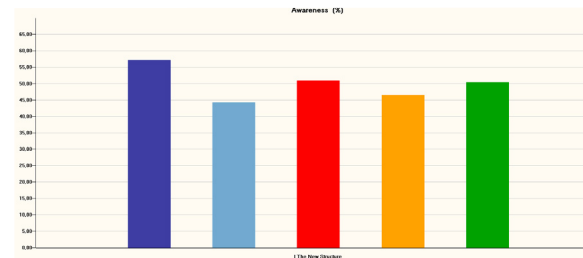
## SIMULATION DETAILS

- ▶ Length: 1 - 3 days
- ▶ Max. of 5 periods with up to 25 decisions
- ▶ Number of players: 9 – 50 (3 – 10 groups of 3 – 5 people)
- ▶ Language: German and English
- ▶ TeachBox as a “toolbox” with a wide range of seminar concepts, role playing games and test questions in order to ensure the interfacing of the topics/modules with the simulation

## HARDWARE/SOFTWARE

- ▶ Standard PC or notebook
- ▶ Operating system: Windows XP/Vista/7/8

Example: analysis of team decisions



Example: participant report

AWARENESS	MOTIVATION	COMMITMENT	PERFORMANCE	ANCHORING
partly aware	partly motivated	scarcely committed	scarcely performant	scarcely anchored
<b>Status Entwicklung von AWARENESS</b>				
in vorheriger Phase: 16.3%		in aktueller Phase: 57.2%		Gewinn / Verlust in Prozent: 260.9%
<b>Status Vergleich der Teams Team 2</b>				
AWARENESS	MOTIVATION	COMMITMENT	PERFORMANCE	ANCHORING
partly aware	scarcely motivated	scarcely committed	scarcely performant	scarcely anchored
<b>Status Entwicklung von AWARENESS</b>				
in vorheriger Phase: 16.3%		in aktueller Phase: 44.2%		Gewinn / Verlust in Prozent: 171.4%
<b>Status Vergleich der Teams Team 3</b>				
AWARENESS	MOTIVATION	COMMITMENT	PERFORMANCE	ANCHORING
partly aware	scarcely motivated	scarcely committed	scarcely performant	scarcely anchored
<b>Status Entwicklung von AWARENESS</b>				
in vorheriger Phase: 16.3%		in aktueller Phase: 50.8%		Gewinn / Verlust in Prozent: 211.8%
<b>Status Vergleich der Teams Team 4</b>				
AWARENESS	MOTIVATION	COMMITMENT	PERFORMANCE	ANCHORING
partly aware	scarcely motivated	scarcely committed	scarcely performant	scarcely anchored
<b>Status Entwicklung von AWARENESS</b>				
in vorheriger Phase: 16.3%		in aktueller Phase: 40.5%		Gewinn / Verlust in Prozent: 185.5%



## WHY CHOOSE TOPSIM

- ▶ Market leader for computer-based business simulation
- ▶ More than 300 universities and 150 companies use our simulations
- ▶ More than 1800 certified TOPSIM games coordinators
- ▶ Regular training courses for seminar facilitators
- ▶ Annual user convention for training, development and exchange



## CONTACT

Are you interested in our simulation?  
Simply contact us by e-mail or phone.

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