



PIONEERS OF POWER INDUSTRY

STRATEGIC MANAGEMENT



* At extra cost it is possible to increase the number of participants.
** At extra cost it is possible to conduct the game in English and German.

36 months to conquer Warsaw

In 1904, the Council of the City of Warsaw entrusts the mission to construct the first power plant in the city to some German industrialists. The Supervisory Board of the investor decided to establish three trading companies to win customers throughout the city. The first three years will show their success or failure. You have 36 months to conquer the market. Who will pick up the gauntlet?

The game for:

- beginning managers wishing to get to know the specific character of the company management – its structure, functioning, natural conflicts, developing financial statements
- managers and board members
- people having to do with strategic management, who make decisions and plan strategies
- people wishing to look at the enterprise from a different, general perspective

Challenge:

The plot of the game refers to the industrial revolution period from the 18th to the 19th century and the then situation on the market of power extraction, manufacture and sale. In your teams, you adopt the roles of trading companies dealing with electric power distribution. Each company will have to promote and sell its product (power) to different groups of recipients, with diverse possibilities and expectations, in a few districts of Warsaw. The objective of the game is to increase the initial value of your company by planning and carrying out proper strategic activities. During the game, you will face a series of complex decisions regarding budgeting, investing, selling expenses, strategic management and expenditures for quality development.

Foundation:

- the rules of strategic thinking
- situational leadership
- formulating the competitive struggle strategies
- developing financial statements

Logistics:

The game takes part in a training room. We use a projector, a screen and the number of tables corresponding to the number of teams.

Advantages:

- learning how to create an effective competitive advantage
- getting to know the role of planning and budgeting as well as research and analyses in achieving business success
- practising strategic thinking and long-term planning
- the opportunity to get to know the specific character of the company management: its structures, functioning, natural conflicts
- acquiring basic knowledge of developing financial statements

Extensions / Variants:

A training part that broadens the topic of strategic management.

The game through the eyes of the participants:

„This is how I understand simulation: a great deal of experience very close to what I do every day and at the same time presented from a different perspective. Plus the opportunity to experiment without real losses. And all this with an interesting plot”.

“Profit is the payment you get when you take advantage of change.”

Joseph Schumpeter

