



## Gutenberg's Workshop



3-4h

12-24  
people

indoor



PL / ENG

### You owe your victory to people!

It is 1448, Mainz. Printing in Europe is on the verge of being discovered. This is when Master Gutenberg's workshop is established. It has every chance of being permanently marked in the history of the world printing. It will be possible if, in due time and anticipating competitors, printing press will be developed and metal movable types used. A group of journeymen, specialists in different areas of printing, face up a tough challenge. Each of them becomes both a „manager“ of his workshop and a shareholder of the entire printing workshop. The team has a mutual objective, but to achieve it, skilful group work management is required.

#### The game for:

- managers of smaller or bigger teams wishing to improve their managerial competencies
- teams oriented to shaping pro-active attitudes and taking joint responsibility for the team results, regardless of the position they hold
- people running their own business activities, who have to make decisions concerning the development of their companies and ongoing business operations, manage employees and monitor the results in comparison to the competition and the general situation on the market

#### Challenge:

You work in one the printing workshops and your objective is to implement the printing press into your workshop and gather as much gold earned from the sale of the books you have printed as possible. You work in teams consisting of 4 people, under supervision of a master (selected from among you), adopting the roles of journeymen responsible for particular production workshops. The financial results of particular workshops are presented on a current basis, which allows for comparing your results to other teams.

#### Foundation:

- the rules and techniques of situational leadership according to K. Blanchard
- planning and setting priorities
- the basics of strategic management, HR policy (employing, training, dismissing employees), carrying out the production and marketing activities

#### Logistics:

The game takes place in a training room. We use a projector, a screen, tables and chairs.

#### Advantages:

- a great number of interactions between and within the teams – the game is dynamic and exciting, it allows for practising and developing managerial competencies of the participants at different levels
- the opportunity to gain experience and improve competencies in optimal use of human resources
- the possibility to practise setting priorities and strategies of action
- experiencing the interdependence of the results achieved by cooperating journeymen, which favours mutual help and responsibility for others, within the teams

#### Variants / Extensions:

- a training part to present the rules of human resource, situational and strategic management
- a moderation workshop during which the participants solve a real problem, important for their organisation

#### The game through the eyes of the participants:

“In my opinion, the game's asset is the fact that it shows a relation between a proper use of human resources and implementation of an innovative service and the company's success.”

“A very interesting game. I've always wanted to work in the publishing sector and today it's turned out I've a real gift for it.”

“Businesses that grow by development and improvement do not die. But when a business ceases to be creative, when it believes it has reached perfection and needs to do nothing but produce no improvement, no development, it is done”.

Henry Ford

