

Game Specifics and Goals

- The game models **5 departments** within one company
- Due to geographic dispersal, there are limitations on **communication between the departments**
- The team must fulfill a purchase order and ship **the appropriate freight**
- To fulfill the order, the team must plan **the optimum route** and then lay out the route on the game field
- To do this, the department employees have **to promote ideas** within the company as part of their functional tasks - they must also **introduce innovations**
- The players confront failures of **communication**, lost information, **cross functional resistance**, and decisions that are never made
- The success of freight deliver and fulfilled order relies on how **well the team works together!**
- 4-8 hours of simulated play
- 12-250 people can participate in the simulation
- The simulation can be ordered as a staged event, or supplied for in-house use by the Client



ABOUT THE AUTHORS



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Rustem Bogdanov and Ildar F. Bogdanov are Co-Founders of BIRC. Rustem and Ildar managed to develop BIRC from a start-up to one of the TOP 15 Russian consulting firms. Since 2009 Rustem and Ildar became leaders of the business simulation games sector and now they are responsible for development and sales in Russia and in foreign markets. They attract and build long-term relationships with key account companies such as Gazprom, Mercedes, ING, Unilever, Home Credit, and Caterpillar.



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