

EIS SIMULATION

The Change, IT Innovation and People Management Challenge

Context

This simulation can be and has been used in a wide variety of education and training situations. The aim in designing it was to provide a flexible tool through which participants could experience - in a risk-free environment - a change process and to stimulate productive group discussions on the subject of change and innovation management.

It particularly complements any education and training programmes which:

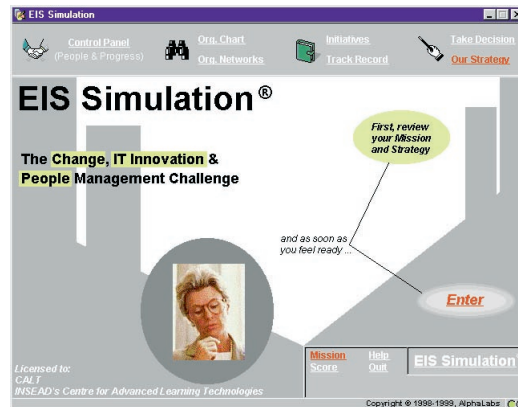
- focus on managing change or innovation in an organisational context;
- expose graduates, executives and managers to new concepts, techniques and systems. It helps them to understand the practical implications of implementing new ideas (innovations, new management techniques, new accounting methods, new marketing strategies, new communication styles, new work processes and reporting procedures, productivity focussed improvements etc.) in their working environments and organisations;
- expose senior management teams and boards to the strategic and operational issues of introducing, planning and resourcing innovative projects and change programmes in their organisation;
- involve project teams who have been appointed to implement major changes in an informed discussion of the issues, concepts and problems they might encounter in the development and review of appropriate implementation strategies;
- require the participants to both understand the concepts of managing change and be able to immediately create implementation plans.

Corporate Use and Licensing

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Corporate Use

The EIS Simulation is also frequently used in specific programmes designed for organisations or incorporated into in-house programmes at companies, under license, including:

- Air Liquide
- Andersen Consulting
- Arthur Andersen
- BMW AG
- BSF
- Ciba-Geigy
- Ford
- Pfizer
- Roche
- Swire Group and
- World Bank.

Educational Use

The EIS Simulation has and is being used in a number of Universities/Business Schools including:

- Bocconi University, ITALY
- CEDEP, FRANCE
- Columbia University, USA
- Harvard Business School, USA
- INSEAD, FRANCE
- London Business School, UK
- Monash/Mt Eliza Business School, AUSTRALIA
- Wharton Business School, USA

It is included in programmes focusing on change management, innovation, negotiation, strategic sales and marketing, learning organisations and organisational behaviour, strategic planning and the process of disciplined imagination and strategic information and communication systems.

Customisation

It is possible to customise the EIS Simulation for specific company or industry needs, such as:

- different language versions (i.e. French, German, Italian, and Portuguese),
- specific industry versions (i.e. health and airlines industries) and
- different operating platform versions (i.e. MAC, PC and Web-based).