An efficient solution to mastering the process of change management

The EIS Simulation

Simulation software for change management and innovation
A new learning method to conduct change

The EIS Simulation is multi-media learning software which allows participants to simulate important changes within an organization while confronting various forms of resistance.

Let’s be clear. In spite of the considerable energy, time, resources, knowledge and efforts we allocate to them, the vast majority of change projects in our organizations fail pretty miserably. Several studies indicate ‘resistance to change’ as the most important factor for this 70% failure rate of large organizational change projects. We can hardly know before hand how the change will be perceived, that’s why, with other researchers from INSEAD and other Universities, we created the EIS simulation capable of practicing the whole process of change before it happens for real. Change agents from all levels are then well prepared to better live the change, address resistance, take into consideration influence dynamics and cultural factors, and spread the change effectively” AAA.

Introducing change and innovation within an organization is a necessity in today’s world, however, it may also represent a delicate and complex challenge.

The EIS Simulation was designed to develop skills for those conducting change within the company and to motivate those participating in the process.

Fun and adaptable, the EIS Simulation successfully combines the newest technological advancements with the latest methods in education and change management.
Who?

A tool adapted to different kinds of organizations and situations

The EIS Simulation’s great flexibility makes it perfectly adaptable to a large variety of organizations. The EIS Simulation applies to:

- Small and medium-sized companies and large corporations.
- Private and public organizations.
- Universities, Business Schools and Corporate Universities.

The EIS Simulation enables participants to experience the change process while stimulating productive group discussions on the subject of change and innovative management all within a risk-free environment.

The EIS Simulation is appropriate for all levels of management (executives, managers, decision makers, ...).

The Simulation may also be used by a particular department or branch facing change as well as by an internal or external training program.

The EIS Simulation is a training tool while simulating real-life situations.

The EIS simulation and Research and Development

The EIS simulation is the result of research work on Change management and innovation emerging from CALT, INSEAD’s Centre for Advanced Learning Technologies.

The EIS simulation is constantly being improved and a number of new simulation games addressing the Challenges of Collaboration and Innovation are currently under development in the context of multi-million R&D projects supported by the EU and by academic and corporate consortia.

The EIS community regroups all those passionate about the EIS Simulation creating an exchange of experiences constantly enhancing the tool and bringing to light any new ideas for its use.
The EIS Simulation is a multimedia learning tool that requires participants (organised in ‘change agent’ teams of 3-6 members) to implement a major change in a simulated organisation, and experience different forms of resistance.

A situation is simulated whereby the consultant and/or managers given the task of convincing a subsidiary’s management team to adopt an Executive Information System (EIS) as a regular part of their work.

Based on the latest research methods in the field of organisational change, the EIS Simulation integrates the following four elements:

- Taking into account the key elements for a successful change: defining the various individual profiles of all those concerned, choice of management tactics and communication, taking into account cultural factors.
- The four change phases (awareness, interest, trial and adoption) that change recipients always go through (though at differing speeds).
- The dynamics and different forms of resistance to change that determine the effectiveness of the chosen change strategy.

The EIS simulation raises awareness of the tactical mistakes which change agents make, gives a clearer idea of the major different change strategies, and their respective advantages and disadvantages in order to gain a well-structured thought process to go through when actually asked to implement change in the organisation.

Customisation

It is possible to customise the EIS simulation for specific company or industry needs:

- It can be used punctually as a workshop session with or without an AlphaLabs facilitator.
- Many of our users, who would like to run the simulation internally, chose to adopt an annual licence.
- The EIS simulation exists in different language versions (English, French, German, Italian, Portuguese, Chinese...).
- AlphaLabs can propose a solution for your company-specific needs.
Our clients

- ABB
- ABN
- BELGACOM
- BMW AG
- CISCO
- CRÉDIT AGRICOLE
- CRÉDIT SUISSE
- DALKIA
- DIEU
- FIAT
- HP
- IBM
- IKEA
- PDJ ACADEMY
- OXFORD GROUP
- PFIZER
- ROCHE
- SCOTTISH EXECUTIVE
- SWEDISH TRADE COUNCIL
- VODAFONE
- WORLD BANK...

... and many other companies and public sector organisations.

- COLUMBIA UNIVERSITY
- DUKE EXECUTIVE EDUCATION
- INSEAD
- MIT

... and many other management schools and corporate universities worldwide such as China, Australia, and Canada.

Why they use it

Ruggero Cesaria, Director Learning Process and Practice of Tools, ISVOR FIAT.

« The EIS simulation has been successfully used by ISVOR FIAT within several FIAT Group Sectors for many years now. It is a very powerful and valuable tool which is totally integrated in our training programs. One thing to say about it would be: trying it is adopting it. »

Pontus Gäbel, International Project Director - IKEA.

« It combines the doing and the theory, and the gut feeling puts a little bit of sparkle in it, which makes it a very enjoyable and a very lasting learning experience. »

A main benefit is the participants’ understanding of the change process, their attitude towards going into a change process, as well as how they behave when conducting a change process. »

Dr Alexander Fliaster, Visiting Professor - ESC Toulouse (Business School) - France.

« From my experience as an MBA professor, with students from many different countries, the EIS simulation is the most convenient way to teach change management. It is technically simple to use and very interesting from a sociological and emotional point of view. It’s a great long-lasting experience. »

Our “Game Masters”

We are very proud that more than 200 top professionals and academics have run successful and extremely productive sessions and workshops based on the EIS Simulation or other AlphaLabs Simulations.

They include professors in top business schools such as MIT, Stanford or Duke, as well as consultants, corporate trainers and coaches in top organizations such as IKEA, Credit Suisse, or Ferrari, including also public sector organizations such as the Scottish Executive, the Bank of Italy, or the Danish School of Public Administration.

They were all successful in assuming the role of Game Masters, adapt it to fit their specific needs and objectives, and become able to run intensive and productive Simulation-based sessions and workshops with groups of managers and decision-makers, in small teams as well as large groups.
The essential tool for change management

Flexible, pedagogical and innovative, the EIS simulation reflects the latest thinking (theory and practice) related to change management, organisational development, and game based learning.

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