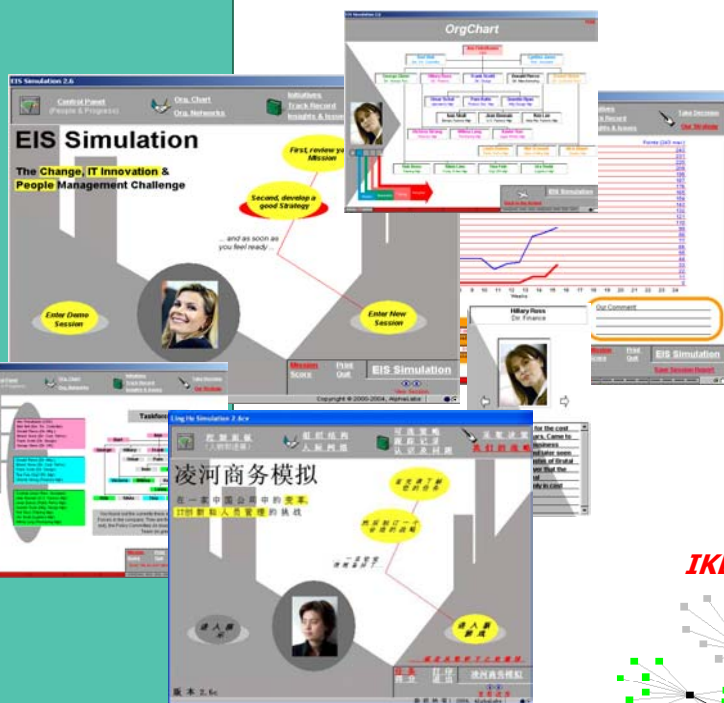




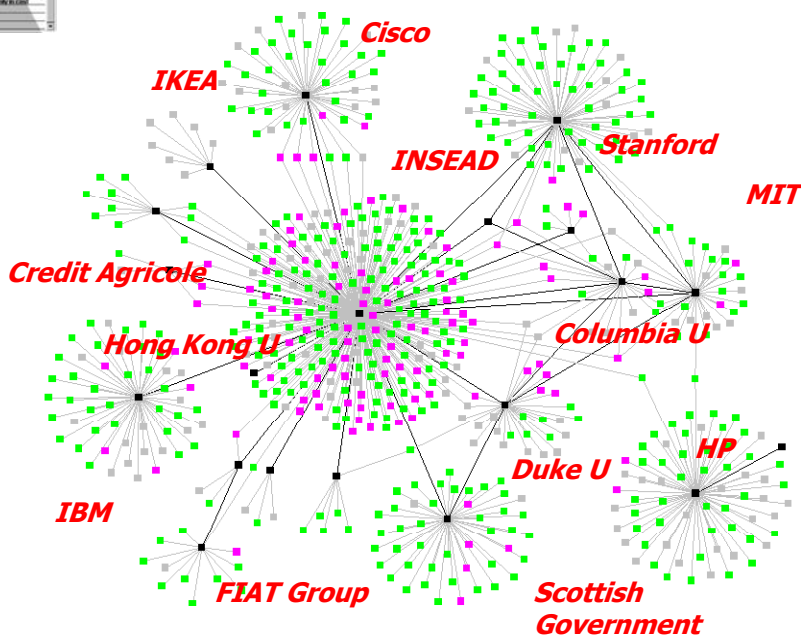
A new way to *Learn* how to *Manage Change* ...

... in top Business Schools and organizations worldwide ...



... with an innovative approach which is easy, flexible, effective, actionable, and fun - *Learning by Playing* -

The **EIS Simulation** and other "Smallworld" Learning Experiences



Simulation-based Learning Experiences based on research developed at:

www.calt.insead.edu/eis

Email: info@alpha-simulation.com

INSEAD



EIS Simulation: WHO uses it?

In Universities and Business Schools

- Columbia University
- MIT
- Duke Executive Education
- Northwestern University
- INSEAD

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

In Companies and Organizations

- IKEA
- FIAT
- Vodafone
- Credit Agricole
- Cisco
- HP
- Swedish Trade Council
- Scottish Executive
- PDJ Academy
- DIEU
- DALKIA
- Oxford Group
- IBM

... and many other companies and public sector organizations

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EIS Simulation: WHY to use it ?

EIS-based Learning Experiences/ Sessions/Workshops

Participants/Managers Perspective

- A Learning Experience which was highly **engaging, memorable, and actionable**
- A way of understanding the factors determining success or failure of **change projects in my organization**
- Lots of insights of **my personal** way of addressing (and resisting) change
- A step forward in developing higher levels of **Change Readiness** in our company
- A good example of combining **real Learning** and **real Fun**

Instructors/Workshop Facilitators Perspective

- A great **team-building** and **learning** experience
- After the simulation, participants are **really eager** to discuss and better understand the concepts and factors determining **successful change management**
- The simulation really helps me to **focus** the debriefing **on what really matters** for the group
- The **material and examples provided** helped me a lot to design and facilitate the session

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EIS Simulation: WHY to use it ?

EIS-based Learning Experiences/
Sessions/Workshops

Workshops or Events Organizer Perspective

- A very efficient and effective way for addressing an **extremely important subject** with our managers
- Integrating the EIS Simulation into my **executive programme** is a guarantee for successful sessions and happy participants
- Even our **young faculty** members can have very successful sessions with top managers, when they use EIS.
- A **learning approach** which makes our consulting interventions really effective

The EIS Simulation is a dynamic and flexible learning solution which could be personalized and customized for specific company needs, such as :

- Different operating platform versions (MAC, PC and Web-based)
- Different **language** versions (English, French, German, Italian, Portuguese and a customized Chinese version)
- Versions for Higher Education, Family Businesses, etc.
- Specific industry versions (health and airlines industries)

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EIS Simulation: WHAT is it?

A Change Management Learning Experience

- EIS is a computer-based multimedia business simulation involving the implementation of organizational change.
- In the EIS Simulation, participants working in groups are challenged to introduce an innovation in a division of the EuroComm corporation. They have up to 6 months of (simulated) time to convince as many of the 22 members of the division's management team as possible to adopt an important innovation, which in this case is an *Executive Information System* introduced corporate-wide to increase transparency and reporting ([overview of the EIS Simulation context](#)).
- During the simulation, participants, operating as change agents, can choose among many different [initiatives and change management tactics](#) to meet their goal. They may gather information on the managers (the profiles, their relationships, etc.) or may take direct action to try to convince the managers and thus influence their willingness to adopt the proposed innovation. Each time participants implement a tactic, they immediately receive feedback about the impact of their decisions. The objective is to get as many adopters as possible, overcoming different forms of individual and organizational resistance to change.
- For more information and articles related to the EIS Simulations see the website of CALT, INSEAD's Centre for Advanced Learning Technologies at www.calt.insead.edu or directly the page www.calt.insead.edu/eis.

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EIS Simulation BENEFITS

- The EIS Simulation provides to the users the basis for designing great learning experiences for and with groups of managers and executives.
- A Learning experience that 'stick' and that help key issues and learning points to be addressed more easily and in depth, because they can be linked to characters, behaviours, situations and events of the realistic challenge and experience the participants go through during the simulation.
- The EIS Simulation makes participants go through a strong, intensive and instructive decision-making, consensus-building and team-building experience.
- The most effective way to understand the phases & processes of change in organizations, providing managers with an effective support to manage their change projects
- An effective way of building a common basis and language to address change and innovation corporate-wide.
- Successful way to understand how to face resistance to change and innovation
- Reduce costs and duration of change processes
- Reduce resistance and non-productive behaviours of employees in change projects

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