

## Games for Executives

Games for Executives are online computerized training activities for managers.

These activities and games are implemented by the Games project at InfoSoc (<http://infosoc.haifa.ac.il>) the Haifa University Graduate School of Management (<http://gsb.haifa.ac.il>).

We employ a variety of games, some of which have been developed locally and some published by international sources. The games offer a rich variety of management experiences and tools. A varied array of reports is available for use by participants and instructors. We aim to simulate organizational information systems, achieving maximum validity.

The games are tailored to a wide spectrum of training needs. Levels of sophistication and effort are adjustable, and can appeal to variegated groups of participants.

## Why Play?

Online games are a fun and challenging interactive learning activity. Online games are the 21<sup>st</sup> century way to train executives.

A computerized game allows staging and experimentation of multi-dimensional realities that might otherwise be unavailable in other educational frameworks.

Online games enable a broad range of learning activities, using tools similar to the natural workplace environment.

Participants sense of reality and involvement is very strong. Learning becomes personal and insights are internalized in a powerful manner. The analytical process that follows any game is essential. Goals and values determined prior to the game in conjunction with the organization are internalized at the analytical stage.

## Who Are We?

Our team of facilitators is led by **Professor Sheizaf Rafaeli**, Head of the Graduate School of Management at the University of Haifa, an expert in the field of computerized management games.

<http://sheizaf.rafaeli.net>

Others on the team include: **Dr. Gilad Ravid, Dr. Daphne Raban, Dr. David**

**Asher Bodoff, Dr. Avi Noi, Dr. Michal Biran, Moshe Kigler, Raveh Harush.**

team of facilitators and our instructors have accumulated invaluable experience leading computerized simulations for managers in numerous local and international companies and organizations.



### Oded Goshen - Manager

B.A in Economics and Political Science, M.A in Public Administration, Bar-Ilan University . Lt. Colonel (R) in the Israeli Air Force . 25 years service as operational air crew personnel . Specializes in the field of human capital training in military and civilian facilities . Activity director and client relations manager of "Games for Executives"

### Limor Segev - R&D coordinator

B.A. in Psychology and Education. M.A. in Telecommunication and Computer Uses in Education, Tel-Aviv University. 10 years experience in implementing Educational Technology in Education and Training. Responsible for international collaboration, building of workshops, and games localization and development.

## What do online games teach?

### Managerial empowerment games:

Emphasis on **systemic thinking** and **process orientation**.

Participants experience **inter-organizational dynamics** and **communication workload allocation**.

**Leadership**, bottlenecks and planning.

Group play highlights the **complexity of decision making processes**, and competitive and collaborative dimensions of the organization. These games bring to life performance and information sharing issues in computerized environments. The experience allows for in-depth analysis and debriefing.

One example of this genre of games is the "**Hulia**" game system. In this game we implement an advanced, computerized and networked version of the well known "**Beer Game**". Executives are afforded the opportunity to run a **supply chain**, experience inventory and cost, coordination and work flow problems. Theoretical notions such as the "**Bullwhip Effect**" come to life and can be worked through.

### Competitive business games:

Emphasis on business administration concepts – strategy, marketing, finance, product development, operations, information systems and modeling, mergers and acquisitions .

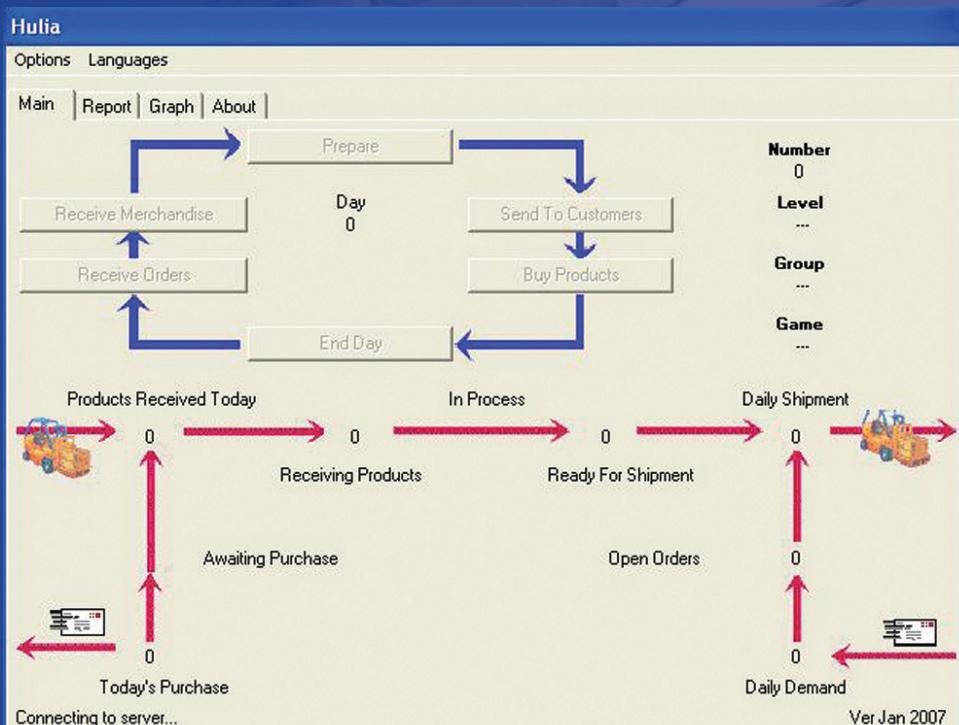
Participants in competitive business games are required to deal with business related data, multi-disciplinary interactions, information overload and effective information management, while experiencing group and market processes. Teams compete with each other in realistic business scenarios, and mission success is measured on realistic business scales.

The game provides a unique opportunity to explore tactics and strategies based on reversible trial and error, reliving processes and examining them under different assumptions.

We use a variety of online games in this category, including Smartsim's "**MikesBikes**"

"Whoever coined the phrase "Game Theory" was not only a genius in mathematics but in public relations as well... We all love games : recreational games, computer games, political games and the game of life"

(Forward to the Hebrew version of "Thinking Strategically" by Avinash K. Dixit, Barry Nalebuff , 2006)



\*\*\* "Hulia" game system - main screen \*\*\*

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"I hear and I forget, I see and I believe, **I do and I understand**".  
Confucius

