



As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

# Business Simulations and Wargames

## Challenge

If companies want to develop new market strategies or derive changes, it is essential to know and understand the action and reaction patterns of all market participants and to have an idea of possible consequences.

## Solution Approach

In the context of company simulations, simulation games or business wargames, group dynamics, swarm knowledge and competitive thoughts are used to develop possible action and reaction patterns of all market participants in a playful and structured way.

## Implementation by ISM

In order to capture the specific contexts of our customers, we first prepare their existing information material on market sizes, competitors and customers and create individual simulation concepts. We take a lot of time to form teams, which are composed of different company divisions and ideally represent the different market players of the situation to be simulated. With differently designed „gamification“ approaches, these teams take the roles of the stakeholders involved and make operative and strategic decisions in the simulation rounds.

In this way, possible effects of market decisions become tangible. We develop individual gamebooks for the simulation rounds, which contain very detailed company/product and market-relevant data. Existing information material is enriched with findings from our own market studies and analyses. For each company simulation/business wargame we develop a market simulation tool with which individual team decisions can be evaluated and changes in market share structures, for example, can be derived. The conception of a simulation/a wargame as well as the creation of all documents is done individually for each customer. We form the teams and moderate the simulation rounds, analyse the results and prepare them for suitable documentation and further use. On request we derive recommendations for action.

## References

We offer our company simulations and business wargames worldwide and for all industries, most recently we have implemented successful simulations with Knorr Bremse AG and the Webasto Group.

## Contact

Our scientific director Prof. Dr. Marc Kuhn or our project managers Vanessa Reit and Prof. Dr. Thomas Seemann will be happy to answer your questions.

kuhn  
@steinbeis-ism.de

reit  
@steinbeis-ism.de

seemann  
@steinbeis-ism.de