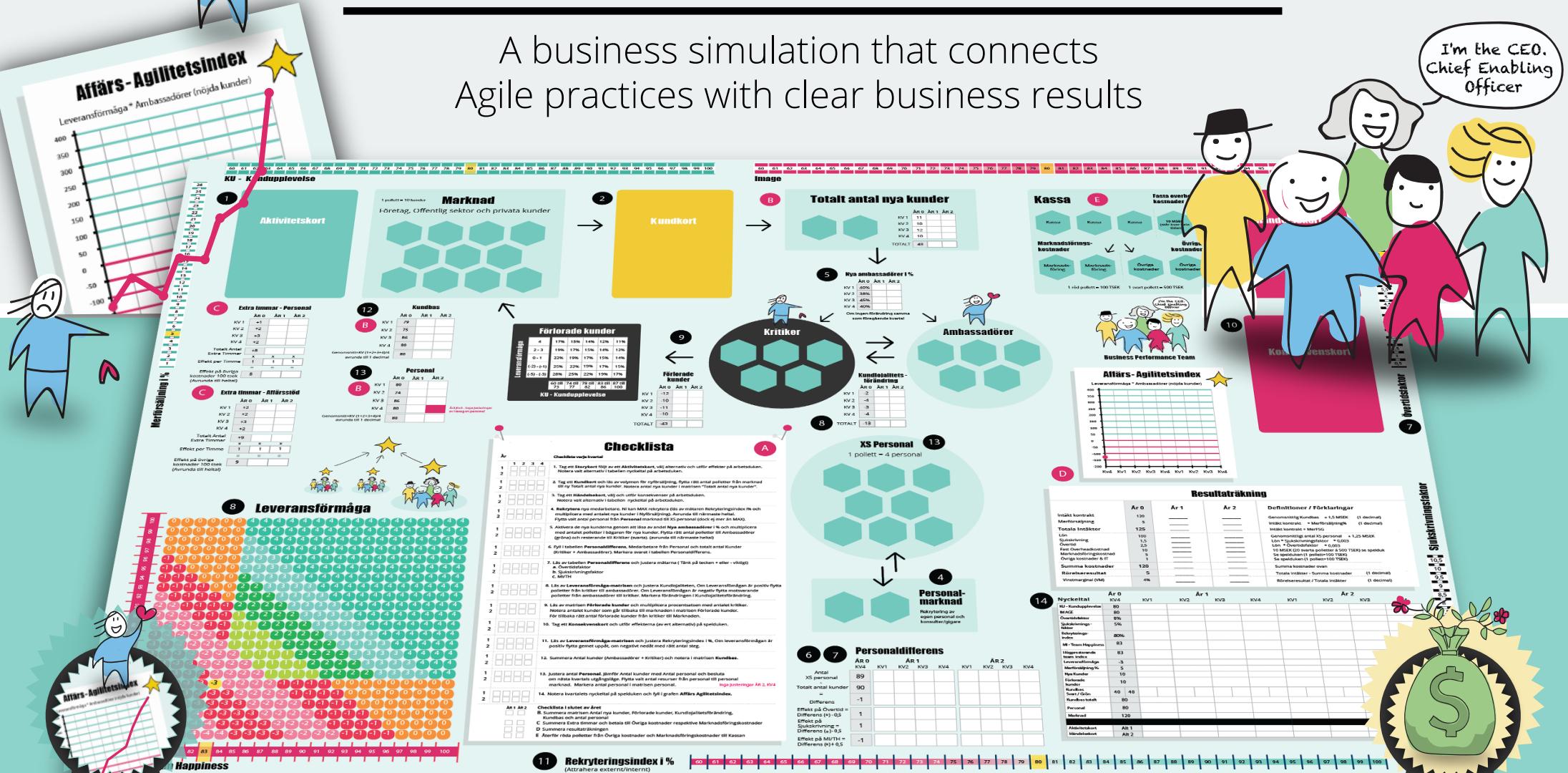




# The Agile Business Simulation

A business simulation that connects  
Agile practices with clear business results



## Best Business-Agility Index

Giving leaders the understanding and experience **in days instead of years** needed to **lead Agile teams at scale** and deliver business outcomes in VUCA.

## Most Burgeoning Economy

# A Hands on Agile Leadership Training Based on a Business Simulation

This is a hands on, engaging and fun training where we use a business simulation and connect it to the reality of running a business, and how to manage a shift towards business Agility in a larger scale. You will in the simulation act as the leadership team and based on scenarios, discuss and choose different alternatives to move forward. You will then get instant feedback in how the your organization and business is responding to your decision. Did it make it better and more Agile - or not?

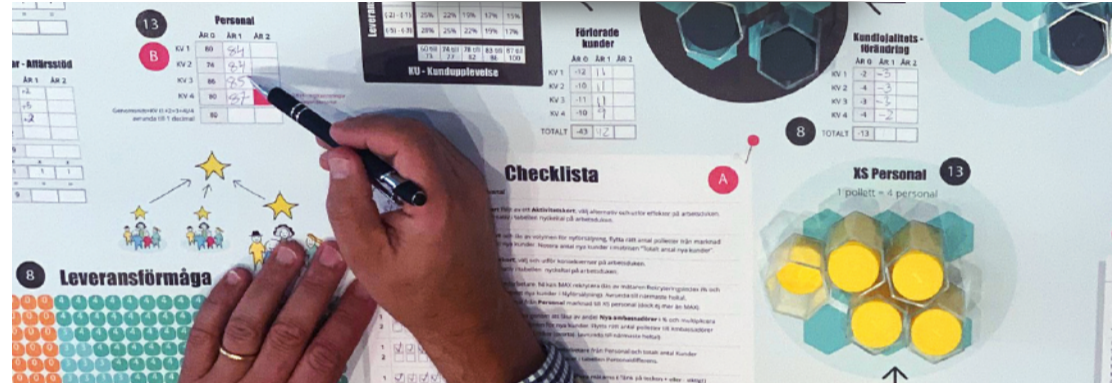
The focus is on quickly building real experience in how to lead the organization and move from traditional structures and ways of working to a team based organization with an agile operation model with strategic flexibility. You will after a couple of days in the simulation be fit for the future. The last half day is used to analyse and facilitate a change roadmap for your own organization that help you get everyone onboard for business agility and kick-start your change together!

This is a hands on, engaging and fun training where we use a business simulation and connect it to the reality of running



## This is included in a training

- 3 days IRL workshop, or, 6 half days virtually
- 8 - 40 people, we play in small teams
- Theory materials for all participants to keep
- An organizational analysis that you create during the game
- A shared strategic roadmap for your org. that you co-create the last day



## Why do a business simulation to learn about Agile leadership and management?



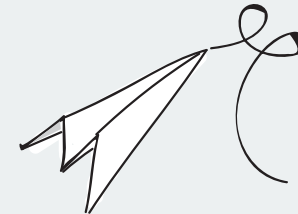
Gain insights quickly on how you step by step drive your Agile evolution and lead your company based on Agile principles.

**3 DAYS**  
~~**5 YEARS**~~

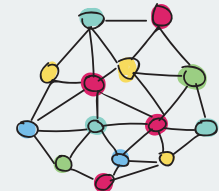
Experience a change towards Agility on an enterprise level in 3 days, instead of 5 years - and build a shared understanding of the big questions you will have to address together. All in a safe to fail environment.

**90%**  
INCREASED  
LEARNING

Through experienced based learning we gain a 90% increased learning compared taking in facts based on theory only.



In all complex and high risk missions we benefit a lot from practicing in a safe environment first. There is a good reason for why pilots practice in a simulation before they fly real airplanes.



An organization is a complex adaptive system (CAS). That is why any big change is always also a big risk. Agile methods handle this kind of risk by prototyping and testing for quick feedback in "safe to fail" environments. This hugely increases the success rate of any Agile transformation.



# Playing to learn - and to win the real game!

**We play the simulation and mix it up with Agile leadership and management theory and experience based learning to maximize the learning and the connection to the business result.**

We connect the participants learning in each quarter around the different scenarios and the outcome of their decisions to the result it gives in the organization - and at the end of the first year in the simulation they get the business result based on their decisions. In year two the business simulation turns into rolling forecast and budgeting and they will get the business result every quarter instead enabling each group to build a high performing organization no matter what their decisions and knowledge levels. This often gives a lot of AHA-moments in each quarter of what type of results they get from applying this thinking and doing changes in the system of the organization that enables collaboration, focus and innovation.

The agile business simulation gives all participants an experience based system thinking training and shows them why agile ways of working, organizing and leading the work matters for the business result. Moreover in the learning sessions between each quarter of the simulation we have designed training sessions which tap into how to do it and even more experienced based training as well as theory and practice. This is a truly powerful way to enable the participants to see the full picture, the read thread by connecting real life scenarios - and the outcome it gives - to the theory and practices of how they as leaders can enable agility and unleash the creative, innovative problem solving powers in their organization.

At the end of each quarter the participants also analyze their current existing organization based on new learnings and at the end of the training they have a shared analysis and can dive straight into creating a roadmap for change - and perhaps a shared vision!



***The focus of the business simulation is not to simulate your business, but to simulate the change moving from a traditional silos based organization to one that fully enables business agility.***

## Story Card



## Activity Card



### Event Card



### Consequence



**Congratulations!**

You've been given the exciting task of leading X5 into the future. Businesses of the future need to be more flexible and fast-moving, so it's been decided that X5 will work with Agile methods and processes.

You've already gotten started with Agile teams in IT and have a few teams of product owners and project managers who are managing the bigger projects and reporting to you.

### Option 1. Meet-ups

**Option 1. Meet-ups**  
Our Agile teams host so-called 'meet-ups' once a month to share how they work across different areas such as Agile working methods. It's a great way to show who we are and what we do, and to allow potential recruits to get to know us before during a recruitment process.

**Option 2. Network meetings with our customers**  
It's important that we're visible and get to know our customers, which is why we'll review and plan which customers we want to meet and which activities feel relevant, such as a sailing competition for loyal customers.

**Option 3. Inspirational speaker**  
We invite an inspirational speaker who shares his  
they've rearranged things to work with Agile  
methods based on different perspectives.  
**Effect:** M/TH +1 step  
**Cost:** Marketing costs 100 TSEK

Here we got

You, the leadership team, now need to make decisions about what should be done.

**Option 1.** Agile training for the leadership team is required to increase the understanding of Agile principles, opportunities and challenges.  
**Cost:** Extra hours business support +2 hours  
 Extra hours staff +2 hours  
 Other costs 200 TSEK

**Option 2:** First, we need to define what Agile means to us and ensure that everyone has the same idea of how we should be working. You ask competent IT staff to develop an Agile framework for XS.  
**Cost:** Extra hours staff + 2 hours

**Option 3.** We buy an existing Agile framework to ensure that we stay within the budget and timeframe for the project.  
Cost: Other costs 1000 TSEK

**Option 4.** We wait to see what our needs are.  
Cost: No cost

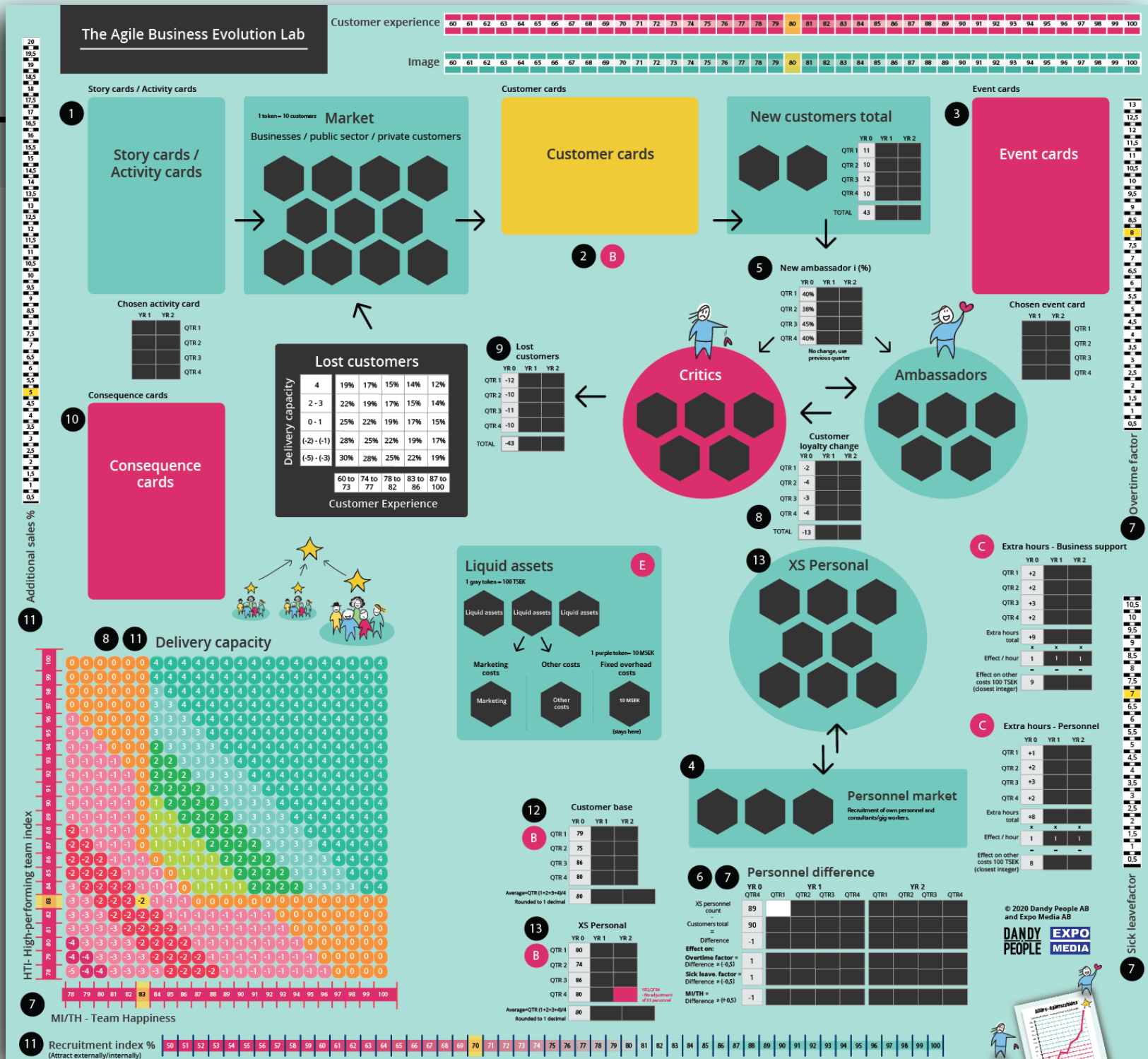
Let's get

understanding of Agile principles, what Agile governance and team-based organization are is a prerequisite for a successful change that provides b

**Option 2.** There's a great risk here to end up with a product based on wishful thinking, which doesn't create any value for the organization. It's difficult to define what Agile means – it's something you must understand along the way. It's also important to create

**Option 3.** It can feel safe to buy in something ready-made, but the focus is then on control instead of ownership. The focus is on the process, allowing the structural shift to happen organically and giving ownership of the new approach to managers and employees.

**Effect: MUTH -1 step**  
**Option 4.** Committed employees are leaving XS as a result of unclear leadership and a lack of resources.  
**Effect: Sick leave +2 steps, Overtime +2 steps**  
**Move 3 staff from XS staff to staff market**



# The Setup of the Agile Business Simulation

*- and a possibility to turn it into a full Leadership Program for transformational leaders that enable digitization and growth in complexity.*



## Before

*It is possible to run the simulation also without this part.*

2h

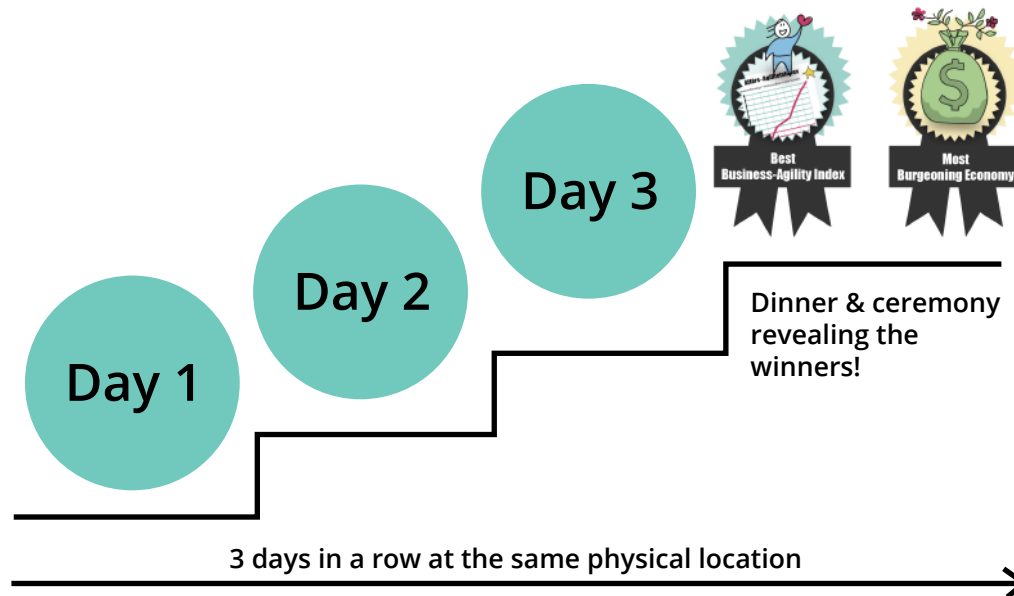
The learner gets an invite to our easy to use digital learning platform with a video with a burning platform and an invitation to join the training.

The learner also gets to do a short interactive online training session to set the stage before the training.

After the training more training modules will be available to the learner where the materials from the training will be available + more deep dives.

## The Agile Business Simulation

*You can also start with day 1 only, and decide later to continue with day 2 and 3.*



During the training we work in small groups in 3 days playing the 2 years in the business simulation and running agile training sessions with experienced based learning and theory in between. You will also together analyze your current organization bit by bit after each quarter in the game creating a shared picture over your current state in all these important areas of how to manage an Agile organization.

### Create your own strategic roadmap for change based on your organizational analysis and your new knowledge

On day 3 after lunch you start to create your own strategic roadmap for change in your own organization. At the end of day 3 we enjoy a celebration dinner together with a reward ceremony where the winners of the business simulation will be announced and get their prizes. There are two categories for winning that will be given to those two teams who have the best business agility index, and to those that have the most burgeoning economy. Diplomas will be handed out to everyone.

## After

*These activities all focus on supporting Level 4 - Result in the Kirkpatrick's "Four Levels of Learning Evaluation Model"*

Coaching Session #1

Coaching Session #2

Coaching Session #3

**We suggest to run three 2,5 hour sessions, 1-2 weeks apart:**

- **Lean Coffee** as a format to have all participants co create the agenda and facilitate dialogue around the topics they are interested in.
- **They bring what they have done since the training** and what has happened - and get advice and coaching on things. It can also be on things they are planning on doing.
- **Facilitate a pair coaching session** where they get to coach each other based on the pair coaching exercise they did in the training + plus some other exercise that we choose beforehand and can facilitate.
- **Advice about how to handle impediment backlogs.**
- **Deep dive into any of the areas** that they have more interest in from the training and from the self study materials shared with them after the training (see below).

## Possible add-ons

Digital Toolbox & self study material

Leadership Agility 360

MyNeeds  
Leadership based on psychological needs

Agile Coaching

- **Access to our digital learning platform with toolboxes** for easy use and self study materials in topics that have been covered in the training, gives easy and fast access to enable results.
- **Leadership Agility 360.** Individual assessment and coaching for leadership growth to next stage of leadership development.
- **MyNeeds - Leadership based on underlying psychological needs.** Individual assessment and workshop for all managers and their employees for motivational leadership and self leadership.
- **Agile Coaching** - We continue to support your managers and employees on your journey when needed.



# Winners of the Competition and Diplomas for all



The Agile Business Simulation  
Agile Leadership and Management

**Winner**

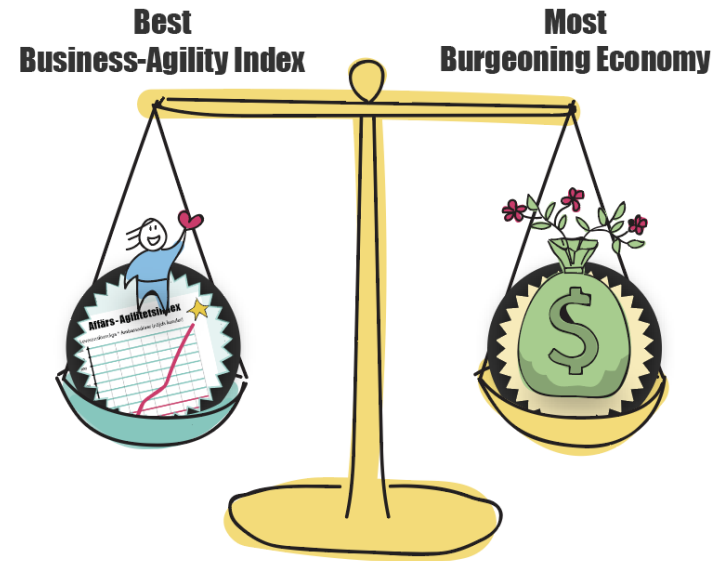
**Best Business-Agility Index**

The winner criteria for "Business-Agility Index" is the best delivery capability in the organization and most happy customers, so called ambassadors.

As the leadership team for XS you managed to turn a negative result by using a modern leadership, great collaboration in your leadership team and with big responsiveness towards the employees needs and for the best of the customers. But mostly by building and using your Agile mindset.

We wish you all the best in using these capabilities in your daily work!!

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The Agile Business Simulation  
Agile Leadership and Management

**Diploma**  
for your participation in  
**The Agile Business Simulation**

An Agile Leadership and Management training where you have learned how to lean business Agility by empowering teams towards inspiring goals and enable collaboration around customer value.  
*You have showed you are an Agile Leader!*

Your trainers and facilitators

DANDY PEOPLE EXPO MEDIA

The Agile Business Simulation  
Agile Leadership and Management

**Winner**

**Most Burgeoning Economy**

The winner criteria for "Most Burgeoning Economy" is the best profit margin, i.e. best balance between income and costs.

As the leadership team for XS you managed to turn a negative result by using a modern leadership, great collaboration in your leadership team and with big responsiveness towards the employees needs and for the best of the customers. But mostly by building and using your Agile mindset.

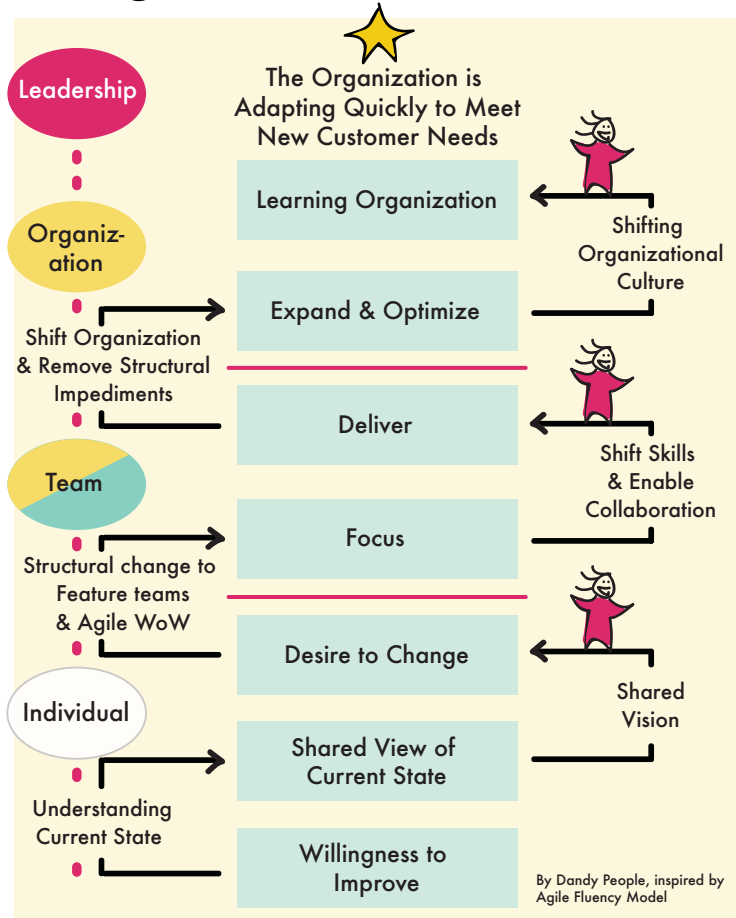
We wish you all the best in using these capabilities in your daily work!!

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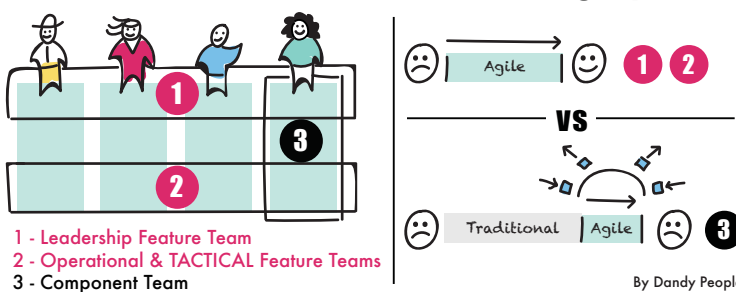
# Your Learning Journey in the Agile Business Simulation



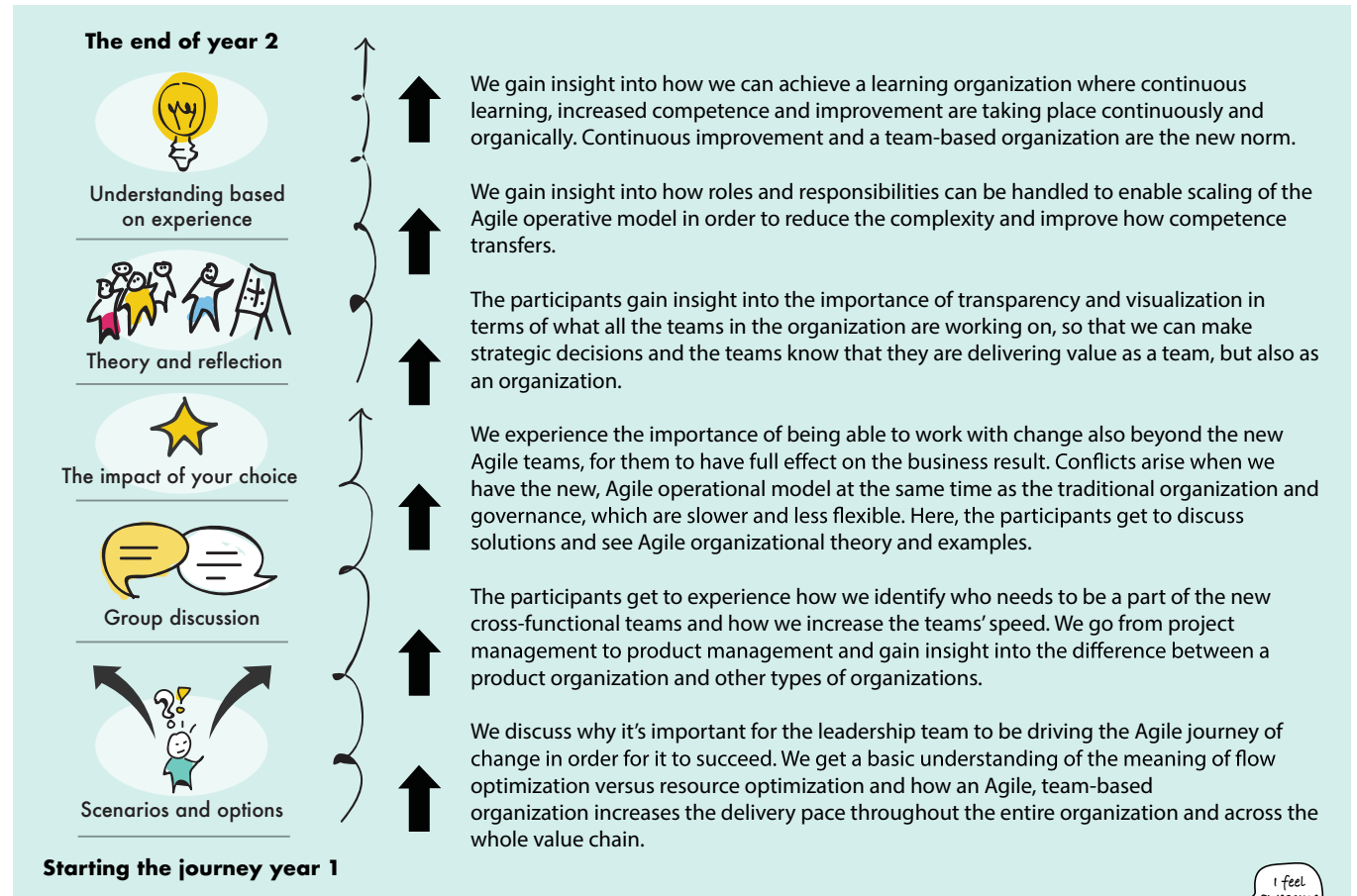
## Agile Transformation Ladder



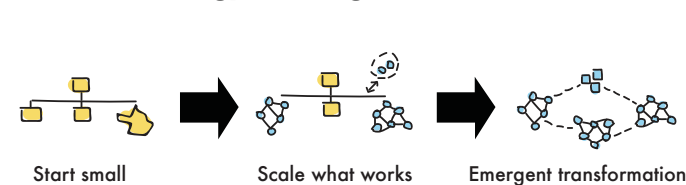
## Holistic View to Achieve Business Agility



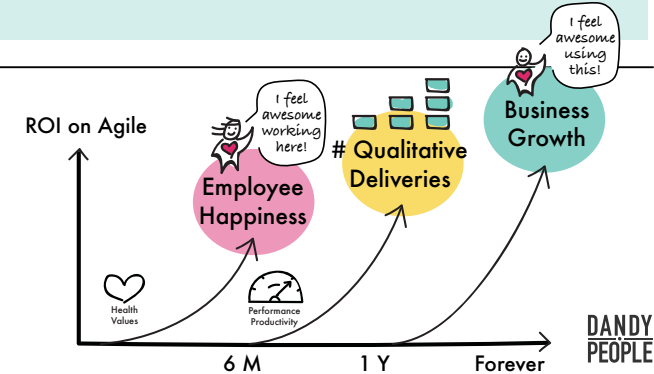
## What we Cover During The Simulation



## Our strategy is Emergent Transformation



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# We are at Your Service

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## Dandy People

Dandy People is an Agile Coaching Agency based in Stockholm specialized in Agile Transformation and Agile Product Development. We are well known for “demystifying” Agile with Agile infographics, coaching and training materials that are fun, to the point and easy to use. We support some of Swedens biggest organizations in their ongoing transformation acting as a partners for continuous Agile Coaching and training.

Visit us at [dandypeople.com](https://dandypeople.com), or Humlegårdsgatan 19A, Stockholm

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## Expo Media

One of Swedens leading management consultancies for strategic business simulations.

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Contact us to book a free information session for your organization on  
[mathias.kolmodin@dandypeople.com](mailto:mathias.kolmodin@dandypeople.com)



# Our trianing philosophy

## Our trainer philosophy

Our trainers are professional practitioners with extended experience within the area they are trainers in.

We use "Training from the Back of the Room" as method for delivering trainings, as well as "Flipped Classroom"

We choose to work in training pairs, or with even more trainers and facilitors if needed for high quality trainings.

We always strive to create a positive atmosphere and a psychologically safe training environment for everyone.

We strive to make the complex easy to understand and possible to act on in new ways that enable excellent results.

We use experienced based exercises that gives individual experiences and AHA-moments which makes our trainings stick.

## Our training pie

### Workshops

Hand on workshops and experience based exercises are always part of our trainings and programs, both online and in the room.

### Practical application

Participants get to practice hands on during workshops and we always encourage them to also do the exercises and support them to operationalize and use their new knowledge.

Coaching both on individual- and group level by our experienced Agile coaches with many years of hands on experience with in the subject of coaching is often part of our curriculum and the programs.



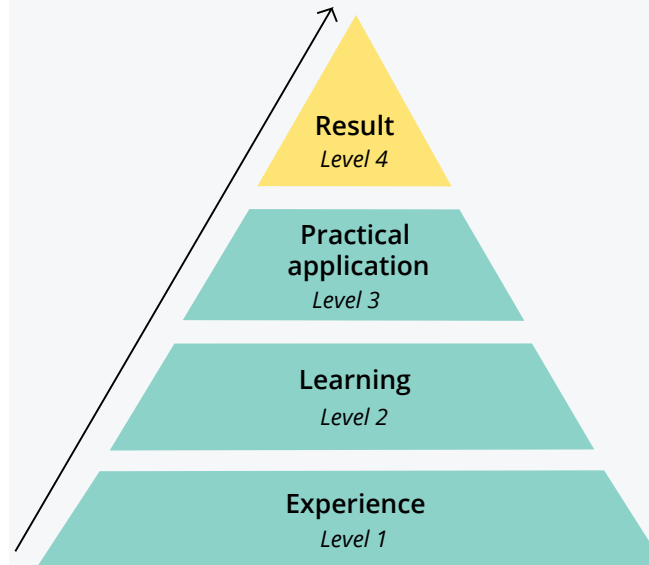
### Toolbox & self studies

We have compiled Dandy Peoples own interactive self study material within areas of our trainings on our digital learning platform. These are often part of our trainings as self study material, or as a toolbox after the training.

### Seminars

As part of the training content we share examples and theory in seminary format. This is also something we encurage our participants to do after the training using the training content if they like.

## Our evaluation model for trainings



Kirkpatrick's "Four Levels of Learning Evaluation Model"

Our Agile Coaches support the participants in applying and contextualizing learnings from the training with coaching sessions, acting as mentors and as advisors in individual- and group sessions all to enable great results.

We create easy to use materials and offer opportunities for practical application within our trainings and workshops for sustained impact.

We have hands on workshops, seminars, group work and individual work and self study. All to accomodate different learning styles and to keep the training sessions fun and engaging.

We design learning experiences that are fun, engaging and positive to take an active part in. We always act to make sure everyone is feeling psychologically safe.

# References for business simulations

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The business understanding created and learning achieved through the simulation events, helped create a highly motivated, capable and driven team, and played a significant role in delivering record results over multiple years. Expo Media helped the management to create a turbo charged organization.”

**Dag Lee, fd VD SATS Norway**

Chefer på alla nivåer och anställda från alla delar av organisationen har deltagit i simulerade träningar med bland annat generell försäkringsekonomi, affärsförståelse och ledarutveckling. Fram till idag har flera hundra anställda haft workshops med Expo Media.

**Aud Rogstad, fd Program Manager Leader Development, If Academy**

A board simulation aimed towards the sales companies around the world developed by Expo Media with the goal to support the sales companies to communicate the goals with the rest of the organization was fun, engaging and result driven.

**Andreas Malmberg, President Atlas Copco Mining and Rock Excavation Service Division**

Together with Expo Media we have invested a lot to improve our performance and create better sales and profitability in our retail stores. Through better leadership, business acumen and employee engagement we have only started this journey. By creating better understanding, development and commitment through essential questions within these topics with Expo Media we can see the development process more clearly and the effects is also developing well.

**CEO COOP**