

WAR SIMULATION TRAININGS TO CORPORATES

04/18 Feb 2012-1000h to 1700h

DELIVERABLES OF THE WAR GAME SIMULATION

(LEADERSHIP; EFFECTIVE COMMUNICATIONS AND STRATEGIC AGILITY)

OPENING NARRATIVE

1. The **RED Corporates** and the **BLUE Corporates** have been mutual neighbours and rivals for the last six decades. They have had their share of major battles and small skirmishes over the common product range that has been having fluctuating market share in over the last five decades.
2. The **REDS** have had the initial monopoly of the product from 1950 to 1995. However, with the technological edge and the focus on softer skills, the **BLUES** stole a march and went much ahead of their competitors taking away 60% of the market share with effect from 1995 and since then have managed to stay as front leaders till as late as the Financial Year (FY), ending 2011.
3. Due to a change at the top in both the Companies, the current FY has seen a renewed major competition turning in to outrageous communications between the two “Formidable Giants”, to the extent that in one of the Common Pitching Platform, the MDs and the CEOs locked their horns. The manner of the conduct was not pleasant and the heat was felt by each of the attendee executive from the complete GROUP of the INDUSTRY.
4. In the last fifteen years or so, part of the success of the **BLUES** was due to the support of the **GREEN CORPORATES**, where-in the **BLUES** created a niche in their relationship with the **GREENS**. They helped the **BLUES** with the market research and certain data sharing which was much needed for providing the “competitive edge” to the **BLUES**, especially over the **REDS**.
5. It was due to unstinted support of the **GREENS** that the behaviour of **REDS** was vitiated against the **GREENS**. In any of the formal or personal occasions, the **REDS** never gave positive vibes to the **GREENS**, understanding the support the **GREENS** had provided to the **BLUES** what they were un-able to get and which gave the baton of being a market leader in to the hands of **BLUES**.
6. Obviously. The **REDS** were up in arms against the **BLUES** and had no soft corner towards the **GREENS**. The enmity had grown to the extent that professionally/personally the relations between them were strained that was affecting the group dynamics on either side.

NARRATIVE ONE

7. Both the **REDS** and **BLUES** wanted to carry out an in-house introspection/reflective creative thinking and understand as to how they could improve their positions and get the desired enhanced market share.
8. For the **REDS**, it was a greater challenge due to the fact that they had gone down to a market share of 27% as against what they once boasted of 66%.
9. The **BLUES**, in turn wanted to increase their current share of 60% to a consolidated targeted figure of 74 %.
10. For achieving the laid down targets, both **REDS** and **BLUES** set down to work. As on date, they had two months to motivate their teams to out-perform each other. “The dictat” from the CEOs of respective Corporates was very clear. They could use any means to upset the applecart of the rival Corporates, as in “everything is fair in LOVE and WAR”.
11. Hostilities amongst the CORPRATES have been growing due to activities being undertaken by each of the groups to out perform each other to rest the initiative in to their hands so that the market shares come back/further consolidate to a better position.
12. **Message from RED MD to its Team.** The gist of the text received from the MD RED, Mr Nathan P, was very clear and crisp. It had the following salient points:
 - (a) “Time has come, Friends, to put your all out efforts. The **REDS** have been the market leaders from inception of the GROUP and I see no reason why we cannot get our status back”.
 - (b) “I want you to invest in whatever best you can think of, it be the R&D; the data base; the Specialist Manpower; Funds for Special Purposes; or Equipment. Use all and any of the means, but change the scenario of the share of market”.
 - (c) “Simply, get the market share change the way it is today. GO ALL OUT and JUST GET ME BACK MY SHARES”!!!!
13. **Message from BLUE MD to its Team.** The message from the BLUE MD, Mr Malhotra R, had the following salient points:
 - (a) “Well Done Friends!!! I congratulate each one of you for the performance that you have been giving till date. The going has been great for us in the last 16 years and I see no reason for us to be taking a rearward step”.
 - (b) “Consolidate our position with the GREENS, and ride on the wave to another year of increased market share”.
 - (c) “I want each one of you to multiply his or her own potential and out-perform so that the initiative held with us, not only sustains what we have, in fact it should give us all a push to achieve more than what we have been able to till date”.
 - (d) “Carry out the SWOT analysis at all levels of working, and come out with your course of actions which can then be discussed and put in to action on a logical plane”.

- (e) “Any suggestions would be more than a welcome and the same must be given by M Minus TWO (M-2, being two days prior to the day of the corporate exercise-D Day)”.
- (f) “All suggestions would be collated by the CEOs ONE and TWO and brought up to me. The actions taken and the plan of action would be put forth to the executives by M MINUS ONE, for them to put the same in to action with effect from D DAY”.
- (g) “Move on Friends, and retain or increase our market share and under no circumstances we must “take a dip”.

Requirement ONE:

14. **Operations Room 1(GB).** The BLUE and the GREEN will do the following actions:
- (a) Analyse the message of the RED MD, Mr Nathan P, to bring out the following:
- (i) Analyse the reasons of the message in depth and bring out the reasons of the text of the message.
 - (ii) Write down all the actions the REDS are going to take to up-set the tables on the market share of the BLUES.
 - (iii) Choose TWO leaders, one each from the BLUE and the GREEN from amongst them to present their plans to the team of what futuristic actions that they would take to thwart the possible actions of the REDS.
 - (iv) They are permitted in their plans to SABOTAGE the Factory premises of the REDS.
 - (v) They are also permitted to plant a “SPY” amongst the REDS who would be their INFORMER of the actions that they would be taking to counter any moves by the REDS.
- (b) The BLUES and the GREENS would earmark their four leaders, Two leaders and Two Deputy Leaders each, from GREEN and BLUES who would spearhead the complete operations, to follow.
15. **Operations Room 2 (R).** The REDS will take the following actions:
- (a) Analyse the message of the BLUE MD, Mr Malhotra R, to bring out the following:
- (i) Analyse the reasons of the message in depth and bring out the reasons of the text of the message.
 - (ii) Write down all the actions the BLUES are going to take to up-set the tables on the market share of the REDS.
 - (iii) Choose ONE leader, from amongst them to present their plans to the team of what futuristic actions that they would take to thwart the possible actions of the BLUES.
 - (iv) They are permitted in their plans to COUNTER-SABOTAGE the Factory premises of the REDS.
 - (v) They are identify a “SPY” amongst them who is the INFORMER of their plan of actions which they have to counter any moves by the BLUES.
- (b) The REDS would earmark their leader and a Deputy leader, who would spearhead the complete operations, to follow.

NARRATIVE TWO

16. Having analysed threadbare the objective/process focus of the TWO MDs, the two teams within themselves are at sea.
17. On one hand is the crisp note from the RED MD, Mr Nathan P, which is terse, short and only action oriented; on the other hand is the long, analytical action plan of the BLUE MD, Mr Malhotra R.
18. The teams look up at the facilitators for a better solution and understanding of the communiqué.

Requirement TWO:

19. In order to understand the following, the three teams approach the professional help:
 - (a) Self as a leader and thus bring more effectiveness in the team synergies.
 - (b) Better communication within the aspiring teams.
 - (c) Get the idea on what strategic thinking and agility would be all about, and
 - (d) To understand and find the larger canvass picture.
20. The three teams undergo the following four modules with the facilitators:
 - (a) Self Awareness for better proficient out-puts.
 - (b) How do we brain process a situation and why?
 - (c) What the various human drivers which drives each one of us?
 - (d) What and how of strategic Agility.

NARRATIVE THREE

21. Having assimilated the nuts and bolts of enhancing an individual's leadership and organising, communication and strategic agility; the teams are roaring for some action.
22. The teams get in to their groups and prepare action plan for the following:
 - (a) How to go about finding the "Spy" in the group.
 - (b) How to sabotage a key installation of the adversary.
23. The teams will be made to go through the paces of TWO MAJOR exercises in War-Like Situations that would involve the following:
 - (a) Leadership.
 - (b) Effective Directive Communication.
 - (c) Focused planning and Strategic Agility, to plan, re-plan and execute.

Requirement THREE:

24. The tasks to be completed as per the "Directions, Monitoring and Flexible Situations", painted by the facilitators.