

Association for Strategic Planning Conference Proposal

Session Title Options:

Games Can Make You a Better Strategist

Playing Strategy Games at Work that Work

Strategy Games for Strategic Advantage

Breaking the “Strategy Offsite” with Games

Games That Help You Think Differently for Better Strategies

Session Description:

Conference participants will use program descriptions to decide which workshops to attend. We encourage you to emphasize why yours matters, what info/ideas they will walk away with that will make a difference in their work as strategists. If your session is selected this will be used to promote the session (website, program, mobile app, etc.). 175-word maximum.

Leaders can harness strategy games in important ways to get immersed into an environment to explore different facets of strategic challenges. The world is more complex and dynamic than ever. In this world, we are expected to develop strategies that will help us navigate our environment/ecosystem. Strategy games can “enhance” reality by simulating different scenarios that require specific strategic responses. Come and learn how we created a board game and how to adapt it for your company. After all, it’s not often that we’re allowed to play games at work. Come play with us!

Key Takeaways:

1. Games can be an effective tool to learn strategic thinking skills; these tools are options for all of us.
2. Play our game!
3. Learn how to adapt our game to work for your industry/ecosystem

How and/or why is your session applicable to this year’s theme “Strategy and Your Business Ecosystem”?

There has never been a greater need for companies to learn new ways of doing things in response to a complex and dynamic business environment—especially in our own quasi-governmental organization which plays in an ecosystem of the entire world. Getting away from the traditional “strategy off site meetings” helped us open the aperture of our senior executives’ strategic thinking. Games can create an experiential, interactive, and tailored ways to practice strategic thinking skills. Our game allowed the senior executives to suspend normal rules in an acceptable way and provided an effective audio/visual medium for absorbing ideas and thinking into the future in ways not previously explored. The game allowed for active collaboration across diverse backgrounds and executive responsibilities to determine how our executive leadership team, as a group, would approach the strategic challenges facing our organization.

How will your session actively engage adult learners?

The game participants will play creates an experiential, interactive, and hands-on environment that is primed for adult learners. Participants in our breakout will learn about why and how we created our game, play a round of it for themselves, and discuss ways to adapt the game for their own ecosystem. Studies show that you retain 10% of what you see; 30-40% of what you hear; and 90% of what you see, hear, and do¹. This process of analysis and reflection, using real-time feedback in the game, can give answers to such questions as: Was the strategic choice incorrect and/or execution flawed? To improve outcomes, does the player need to work on better observation, deeper consideration of options, greater agility, more flexibility and so on---all great skills for a strategist.

¹ <https://www.nhi.fhwa.dot.gov/downloads/freebies/172/pr%20pre-course%20reading%20assignment.pdf>

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