

# BIG GAME

**CROSS FUNCTIONAL  
STRATEGIC MANAGEMENT  
SIMULATION**



# A Holistic Approach to Strategic Management

- **Big Game is a dynamic and interactive management simulation game designed for using and developing strategic thinking, displaying a proactive approach and effective decision-making skills.**

## It's dynamic

It simulates a socio-economic model that encompasses internal change and transformation in continuous time.

## It's interactive

It allows a large number of real players to compete interactively in real-life like market conditions.

## It's strategy-focused

The decisions made have both short- and long-term effects, it supports a holistic viewpoint, and the departmental decisions have common effects on the whole.



CIRCULARITY

DYNAMIC  
COMPLEXITY

CHAOTIC  
BEHAVIOURS

DELAYS

The feature that distinguishes Big Game from similar simulation games is that it is designed and modelled according to the principles of

“System Dynamics”.

While static system simulations reflect the setup of the past onto the future in much the same way, Big Game, which is modelled with System Dynamics, analyses how the past will affect the future, and thereby calculates the future more realistically. It deals with variables related to supply and demand management as realistically as a corporate resource planning programme.

**Big Game is based on a scenario encountered by almost every business: optimum growth under constraint.**

**In the simulation, the "Big Company" that you manage manufactures in different product groups and develops strategies according to the needs of different segments.**

**Just as the departmental decisions affect each other, so do competitors' decisions have an effect on company performance. The company's organisation consists of five main departments. Big Game is a dynamic and interactive management simulation game designed for using and developing strategic thinking, displaying a proactive approach and effective decision-making skills.**



**MARKETING**  
**OPERATIONS (PRODUCTION AND PURCHASING)**  
**R&D - SYSTEM DEVELOPMENT AND QUALITY**  
**FINANCE**  
**HUMAN RESOURCES**

**Work-Oriented Design** gives our participants the opportunity to acquire a holistic perspective, practice and feedback related to company management. With its **Holistic Work Perspective** conforming to the principles of "System Dynamics", its superior technology that upgrades the level of simulated training, and the support of the Zach AI artificial intelligence that analyses relationships among 80,000 variables per second, Work-Oriented Design is one of the most popular members of the only simulation series in the world that allows participants the opportunity for smooth development in the **complexity of the real market environment.**



**ZACH AI**

**An experience equivalent to 6 years of company management** has been cleansed of human errors, and under the guidance of our expert instructors throughout the training and with effective personal and situation-specific feedback, Zach AI analyses the decisions taken and how the past will affect the future. Following every decision that is made, it provides our trainers with critical situation reports (Virtual Assistant Alerts) related to all companies. Our expert instructors, who also have management experience in leading firms going back many years, provide our participants with **special feedback throughout the training** by taking these reports into account.



# **BIG GAME's Targeted Gains**

**It provides a holistic work perspective.**

With virtual rotation, it supports the establishment of empathy with an understanding of mutual tasks and problems of departments and people.



**It develops analysis competence  
and strategic management skills.**

As a result of increasing intracompany communication, empathy and understanding, it creates an environment for enabling the most correct decisions to be made with a "single company" mentality rather than a department-focused one.

**It brings a more comprehensive and visionary  
viewpoint to the existing work structure, to  
issues that involve strategic decisions, and to  
points that can be optimised and developed.**

In addition to difficulties that they encounter in the current market, participants find the opportunity to experience new situations that the trends in the market can create and that they have not previously come across, and to generate strategies and test the results.



# BIG GAME's Targeted Gains

## PRODUCTION PLANNING

- Security of supply - managing stock in such a way as to preserve cost balance
- Planning production according to sales estimates obtained from the marketing department
- Informing the decision-makers who will make investment decisions in line with cost and growth targets

## QUALITY MANAGEMENT AND SYSTEM DEVELOPMENT

- Ensuring the efficiency required by market conditions
- Reaching the quality level required by market conditions
- Using company resources effectively in line with needs

## FINANCE

- Analysing the company's financial situation and risks
- Auditing other departments' targets and plans and the company's financial position and compliance
- Enabling the company's financial resources to be used for suitable investments
- Meeting financing needs via suitable channels

# BIG GAME's Targeted Gains

## MARKETING

- . Managing demand by taking supply constraints into account
- . Making demand forecast by analyzing the effects of external elements and behavior of competitors
- . Informing supply-side decision-makers correctly about future sales targets

## HUMAN RESOURCES

- Ensuring the efficiency required by market conditions
- Capturing the quality level required by market conditions
- Planning the training of employees in line with production and sales targets