



Business Wargames

No it is not paintball and we do not kidnap people.....

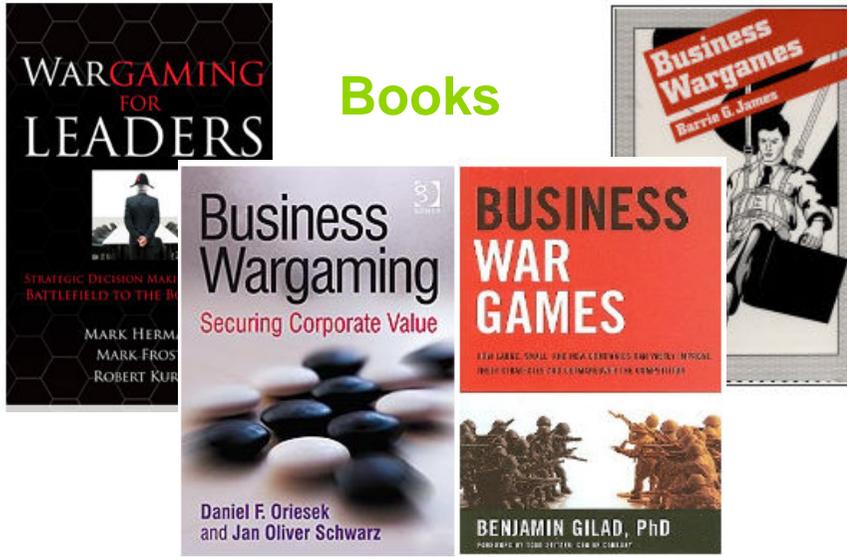


Dr. Sara Ulrich, September 3rd, 2014

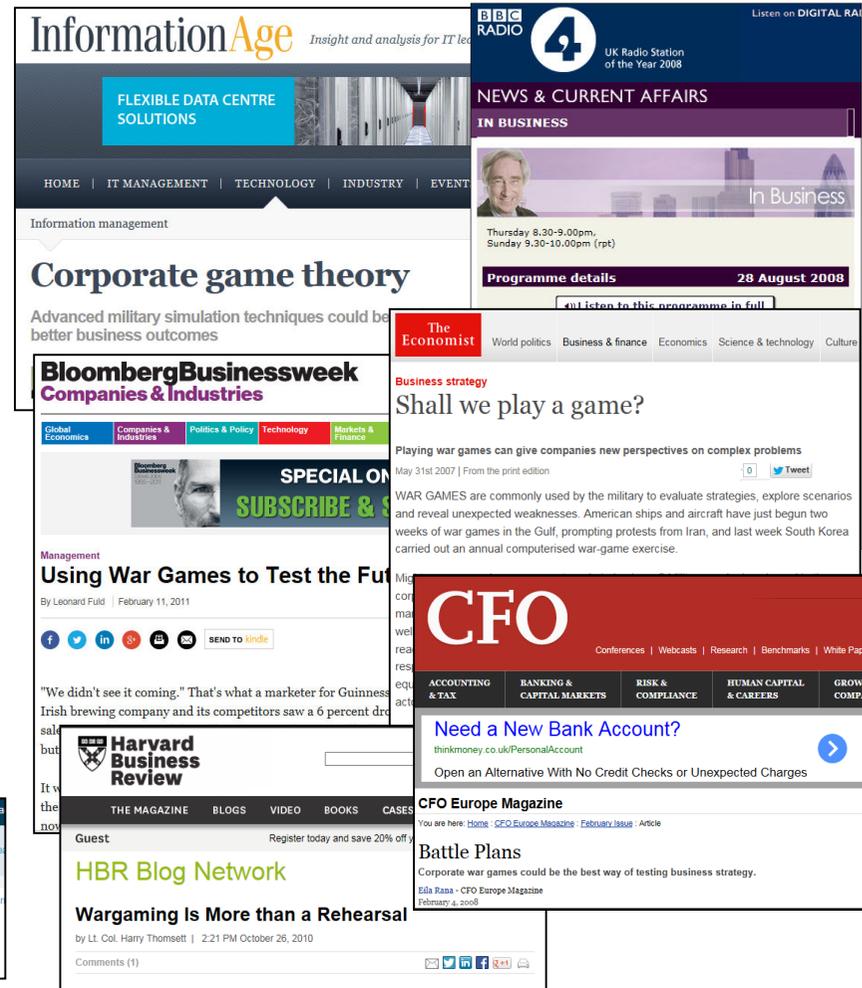
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Increasing interest from the business & analyst community

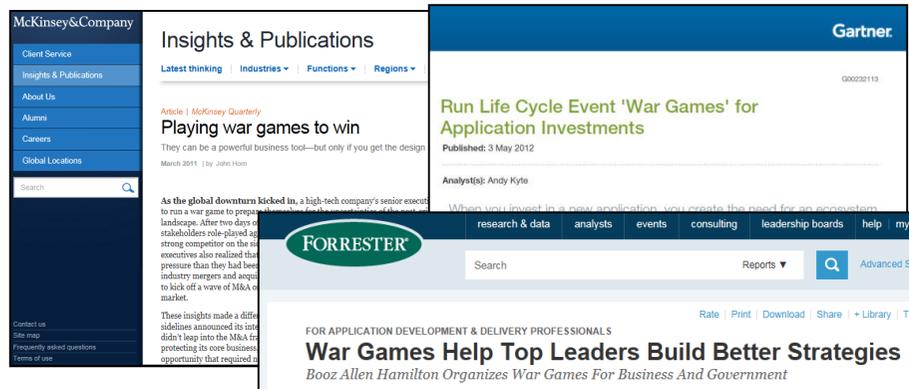
Books



Media



Analysts

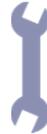


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Who we are

Our team

- We have **the largest team in Europe** experienced in advanced principles of wargame design, production and delivery.
- We have a proven approach based on a unique combination of military and academic rigour and our own business experience.



Recent achievements

In 2010, Deloitte UK acquired 'Simulstrat' - a proof of concept company from King's College London that has adapted military war gaming techniques to create business war games for the public and private sectors.



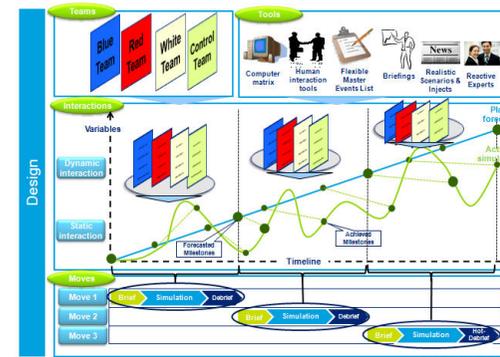
Deloitte.

We have delivered wargames for :

- Government, Telecom & Media, Consumer Businesses, Regulators, Financial Services, Health and Life sciences institutions.
- Over 200 simulations for the London 2012 Olympic and Paralympic Games

Examples of recent wargame topics

- Healthcare policy
- New product launch
- Pricing & Marketing strategy
- Technology failure
- Eurozone crisis
- Nuclear power safety
- Cyber-attacks
- Financial resolution
- Counterparty failure
- World cup



The result of a carefully planned and properly executed wargames is a more robust plan/strategy and enhanced readiness.

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What it is

Wargame overview

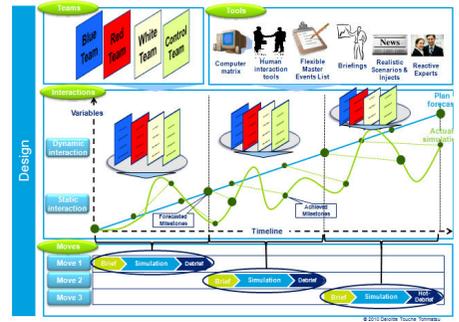
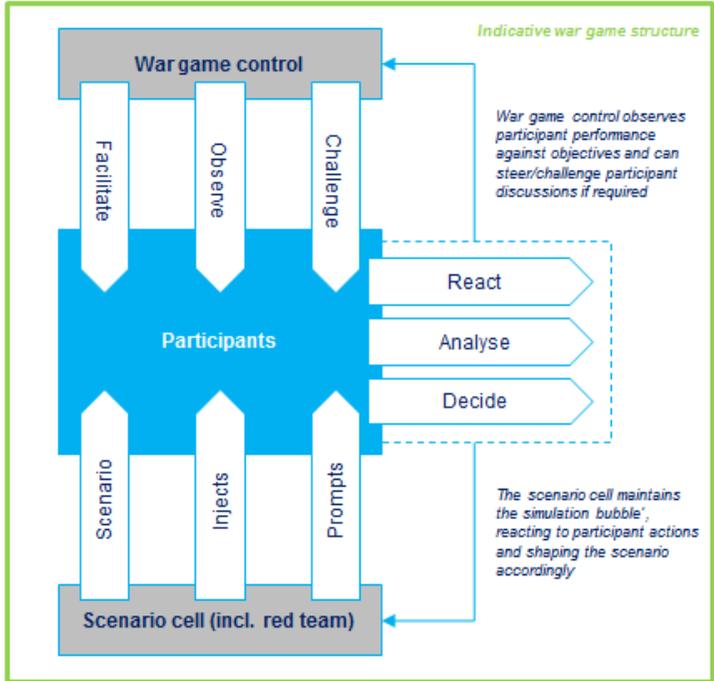
What are they?

A scenario based, focused experiential activity that places participants in a simulated situation that requires them to go through a **decision-making process** close to real life in a safe future environment

What are the benefits?

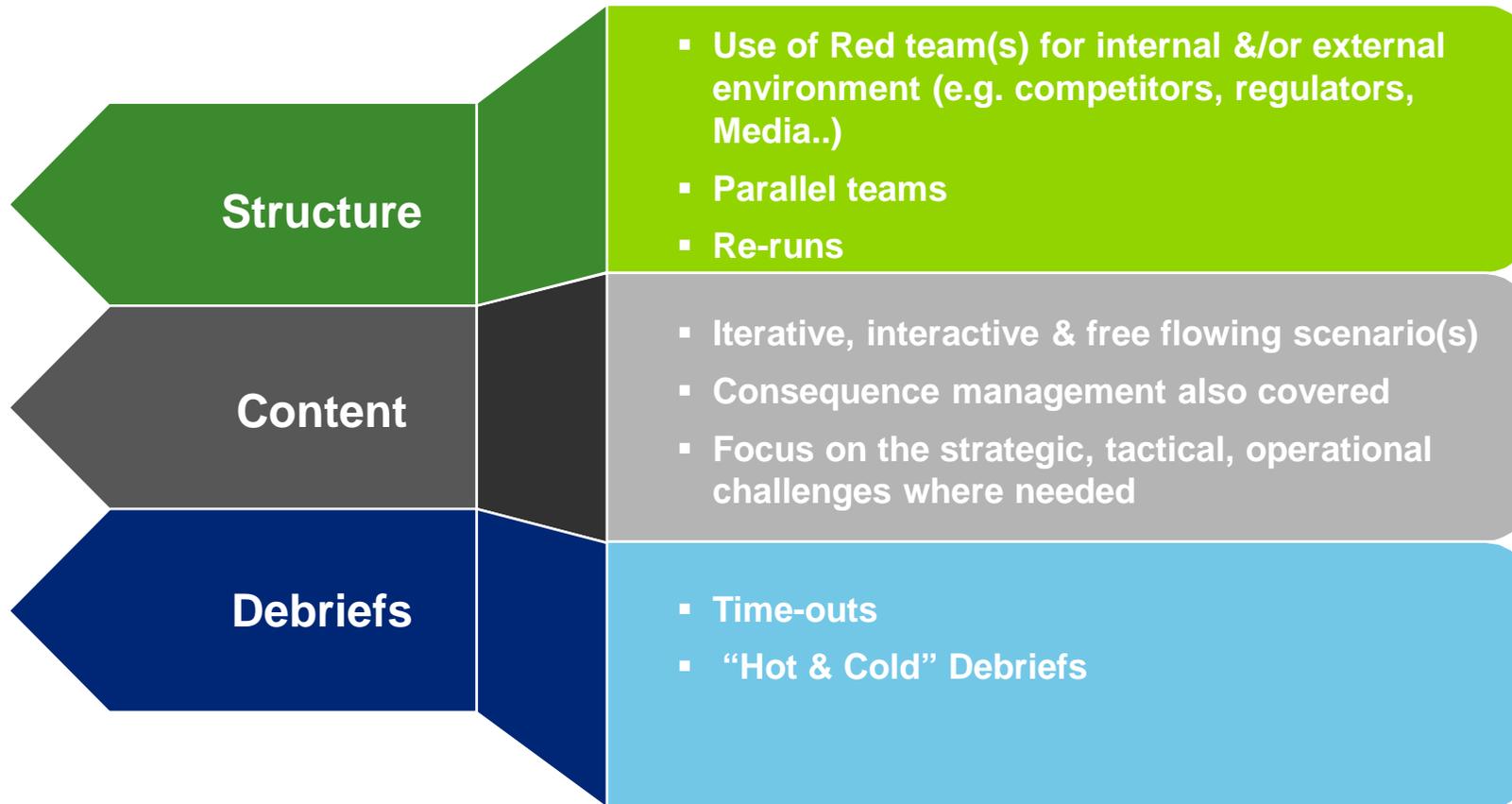
- Brings **external factors** to life and handles **multiple simultaneous interactions**
- Develops contextual evidence and a **common body of knowledge** based on the consequences, especially **unintended consequences of actions and interactions** by the players
- Produces a **lasting impact on knowledge and interest using qualitative and quantitative dimensions**
- Explores **complex interdependencies** (incl. reactions & counter-reactions)
- Supports **effective transformational change**

What do they look like?



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Wargaming techniques we typically use in business environment



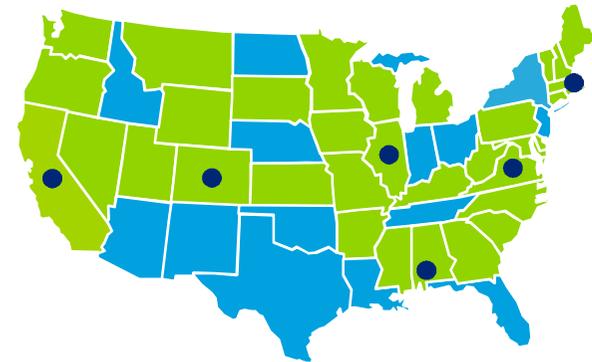
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Case study 1 – Pricing Strategy War game

The Pricing Strategy wargame was designed to gain insight into health insurers' pricing decisions in the new market conditions set out by a new health insurance policy.

The wargame:

- Created the pricing and market environment that the participants will face given the introduction of the new health insurance policy.
- The teams played three rounds (2014, 2015 and 2016) with each round culminating in a pricing decision for the upcoming year in two markets (dominant and competitive)
- Benefited a wide range of actors from this health environment & our client gained deep insights that were used to tweak their policy before its launch.



The war games were attended by officials and industry from 32 states



11 wargames delivered in **6 different locations**



400 participants and observers



3 wargame rounds: 2014, 2015, 2016 (and 2017) across **2 markets** (dominant & competitive)



4 Health Plan Teams

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Case study 2 –Multi-sector humanitarian crisis wargame

Aim:

Humanitarian Futures Programme (KCL) wanted to demonstrate how a range of capacities from “non-traditional” humanitarian actors could enhance the ways that the international community could prepare for and respond to the growing number and types of future humanitarian crises.

Design:

- The simulation was set in 2035.
- The participants role-played members of a delegation that had been sent to the Ferghana valley to determine whether their company should invest in the region.
- The teams ran thorough 3 phases that ramped up in severity to a full blown humanitarian crisis and had a variety of tasks within these.



40 participants



Over 3 days

5 teams with different sector compositions



1. Humanitarian sector only
2. Military and Private sectors
3. Humanitarian and Military sectors
4. Humanitarian and Private sectors
5. Humanitarian, Military and Private sectors



IT/AV: “Big brother style” IMs system to relay live discussions to Control team & Expert panel

Visuals: Maps & Summary dashboard of the region





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