

Culture.Inc

Shape a positive,
supportive culture for
your business
- *learning by doing*



2024



Culture.Inc



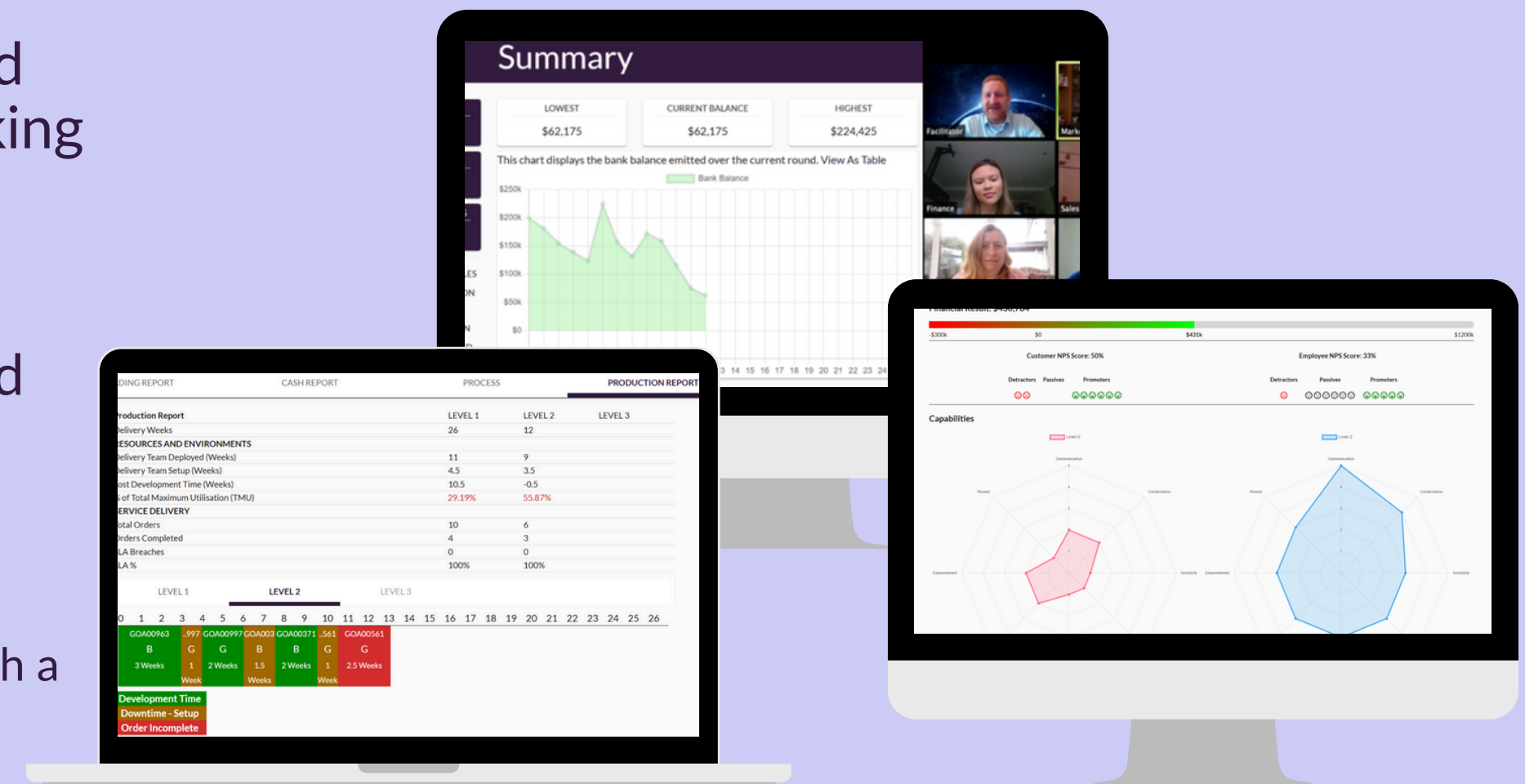
Build a strong and positive company culture aligned with organizational goals and values, fostering a sense of purpose, belonging, and engagement among employees.

Culture.Inc is an experiential business simulation that focuses on **empowering individuals to work together** effectively, teaching **business empathy**, and **generating profit**. The game presents real-world business scenarios to develop problem-solving abilities whilst **fostering a positive, supportive, inclusive company culture**.

Split into different departments and roles, teams need to **optimize a struggling hospitality business** by working together; all whilst staying in business and making a profit.

Played **virtually or in a classroom**, participants learn and improve business and team working skills by running a virtual business in a realistic and interactive platform.

All GingrTech simulations are built on our award-winning ROCKET platform, a powerful, cost-effective, and highly scalable platform with a realistic and interactive interface.



We believe **the quickest** way to learn is by **doing**

Experiential learning is the **most successful** method of driving organizational change, improving thinking skills and creating lasting connections.

The recreation of real-world business scenarios allows users to **learn by doing** and results in a higher player engagement and emotional involvement.



*For the things we have to learn before we can do them,
we learn by doing them.*

Aristotle

How it works

Culture.Inc is designed for **groups of up to 15** people, **online or in-person**, and is divided into **three/four activities**. Activity 1 is a culture-focused interactive workshop session, followed by 2-3 levels of simulation gameplay. Each simulation level represents **26 weeks of trade in 26 minutes**.

Teams are tasked with running and **optimizing a complete business** in only a few short hours. However, they inherit an underperforming business with a toxic company culture and under-developed processes without a rule book to improve it.

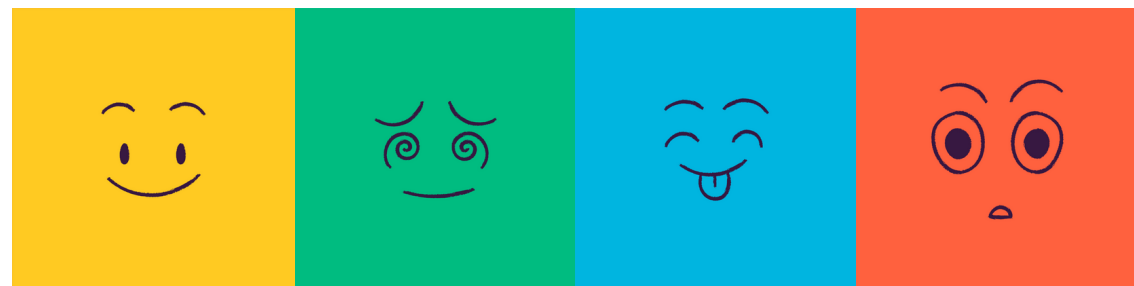
After each level, teams get to **reflect and learn** from past mistakes to improve their performance in future levels, with **valuable and actionable learnings** they can take into their real-world workplace after the training session ends.



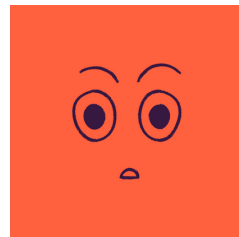
Learning outcomes

The learning outcomes of the simulation delivery may vary depending on the application of it, as well as the identified and agreed needs to be tackled.

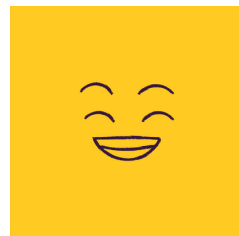
- Understanding Company Culture
- Identifying Organizational Values
- Developing Cultural Awareness
- Impact on Performance
- Leadership and Culture
- Communication and Collaboration
- Adapting to Change
- Employee Engagement
- Diversity and Inclusion
- Cultural Transformation
- Alignment with Personal and Organizational Goals
- Continuous Improvement
- Staff Retention and Attraction



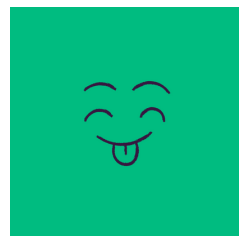
Benefits



**Cultural
awareness**



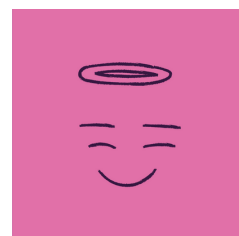
**Team working &
collaboration**



**Business
empathy**



**Effective
communication**



**Greater
productivity**

Applications

- Cultural awareness.
- Embedding company and cultural values.
- Leadership & management training.
- Business strategy simulations.
- Group decision-making training.
- Company merger staff integration training.
- Cross-silo leadership.
- Managing conflict and resolution training.
- Sales and negotiation skills development.
- Team building exercises.
- Remote working best practices.

And many more.

The game and its facilitations can be adapted to suit any business needs and environments.

Typical implementation

The simulation is designed for our partners to adapt to suit their programs of work, so we don't stipulate how it is used.

There are **three phases** to any implementation:

1

Needs analysis

To ensure that the maximum value is created from implementation, it is essential to understand the objectives of the program of work from 3 different points of view: Organization, team and individual.

2

Gameplay

Based on the needs analysis, the facilitation element of the gameplay is adapted to meet the needs of the program of work. Innovation and ideas created are captured.

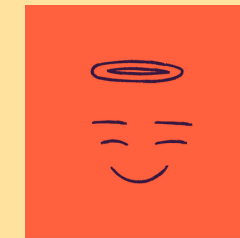
3

Real-world mapping

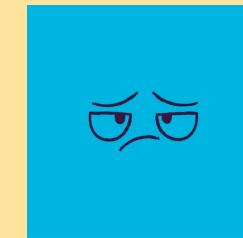
After a session, the facilitator will work with the team to take the captured learnings and map them directly to their own workplace functions and environment. As a final step, these are translated into specific actions for implementation.

Game roles

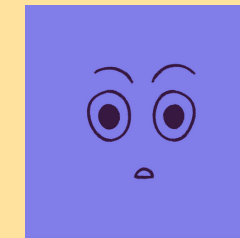
Teams are split into **different departments and roles**. Depending on their own role, they may be asked to play a different role in the game.



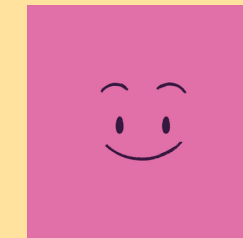
General manager



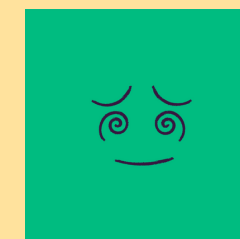
Hospitality department



Sales team



Finance department



Marketing department

Department and role names may vary depending on the simulation, and can be customized upon request to meet specific client needs.

Training format

Culture.Inc can be delivered **online or in-person** as follows, with variations depending on specific client requirements;

- **Introductory, interactive workshop** to delve into the topic or company and workplace culture at a high level.
- 2-3 levels of **simulation gameplay**
- **Closing group session** to embed learnings and reflect on participants' real-world workplaces.



Our simulations are rigorously designed to create an environment where participants are able to develop new ways of thinking.

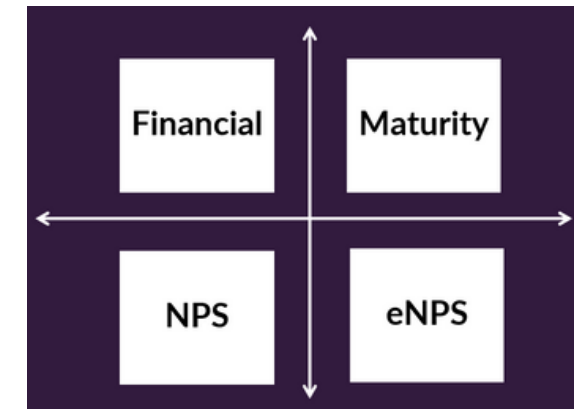
As a result, and with facilitation, evidence shows that this creates immediate and lasting changes.

Tim Dew, Founder

Performance assessment

Balanced scorecard

Participants are assessed as a team based on a balanced scorecard which factors in performance and development against 4 key areas, answering 4 key questions.



1 Financial performance

Automatically generated based on the team's simulation gameplay input.
"How do we look to our shareholders?"

2 Maturity

Facilitators and participants assess teams based on key capabilities via a maturity index associated with Culture.Inc which grades development and progress throughout the training.
"How do we continuously improve and create value?"

3 Net Promoter Score (NPS)

Automatically generated based on the team's simulation gameplay input and impact on customer feedback.
"How do our customers see us?"

4 Employee Net Promoter Score (eNPS)

Automatically generated based on the team's simulation gameplay input and impact on employee satisfaction.
"What must we excel at?"

”

These 3 sessions of simulation were much more efficient than any team building exercise. We indeed learnt by doing, and it has enabled us to develop our network.

Carine Demoulin
Amundi

”

Every leadership team should go through this type of training.

Debbi Varela,
Procore

”

This is probably one of the best training tools I have ever seen.

Paul Denton,
Scottish Building Society

”

The simulations are great for teams, offering a safe space to discuss any issues that might be holding them back.

James Choles,
Roffey Park Institute

Trusted by



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