

A Global Communication Simulation

The Story

No one communicates in a vacuum. At first, this appears obvious. But place people in a global organization in which they face intense and very different (and often competing) regional challenges . . . and very likely there will be disconnection. Silos and stove pipes. Lost energy and synergy. Even, perhaps, feelings of resentment and being overwhelmed.

A powerful way one of the world's leading manufacturer, marketer, and distributors of nonalcoholic beverages chose to help employees grapple with the global picture issues they faced daily in their regional work was to *remove them from the urgency of their daily realities . . . and give them the perspective of looking in from the outside in a simulated world.*

To do this, the Company needed to host a conference consisting of key executive leaders and communications and public affairs personnel across the globe. Plus, it needed an engaging and dynamic, custom-designed, technology-based solution.

Our Engagement

Solutions House partnered with the Company to develop a three-hour active learning solution called "GLOBE - The Reverberation Simulation."

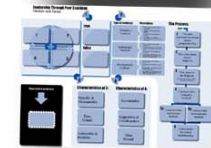
Through this simulation, each member of the conference stepped into the virtual world that, although fictional, in some ways resembled his or her own.

Right away, the conference participants were thrust into the challenges of the fictional organization, and quickly discovered the need to:

- Build organizational credibility.
- Optimize communications and education efforts.
- Create an environment of safety and trust.
- Continue to strengthen relationships with key stakeholders.
- Educate key stakeholders on conduct and policies around the world.

The simulation was designed to meet the following learning objectives:

1. Communicate some of the challenges and opportunities of operating a global public affairs and communications operation for a large multi-national organization.
2. Engage participants through a fun and competitive exercise.
3. Build a sense of camaraderie among participants.
4. Be easy to facilitate.
5. Allow for interaction between tables.
6. Have a duration of 2 - 3 hours.



Designs from Solutions House follow no set template. They are defined by the parameters of your needs... resulting in a fresh solution, time after time.

Why an active learning solution?

Active learning requires that the learner participate actively in the learning process rather than passively receiving knowledge as if an empty vessel to be filled by the facilitator. It supports the belief that knowledge can be constructed by the individual rather than received from a higher authority. Active learning is based on the assumption that learning is a process, not a set of facts.

The chief advantage of active learning is that questioning and solving problems without expecting someone to give the answer enables one to develop confidence in his or her ability to handle problems in this area, which in turn encourages the person to go further.

Active learning puts the responsibility on the learner. When one is placed in the position of having to figure out a problem, one is much more likely to take charge of his/her own learning.

In this solution, active learning facilitated group interaction with people around the world and planted the seeds for informal global networking that added to the speed which this group now can operate.

Why a technology-based solution?

These individuals are accustomed to getting information fast and furiously. They are also used to interacting with people in a non-tactile way, through websites and e-mails. To add to the context and texture of their reality, we built this simulation on a LAN (local area network) that allowed groups of tables in the room to interact with each other directly and to have all tables (24 in all) compete with each other.

The program we designed and implemented also allowed for the fast “pop-up” of random events and challenges to add to the reality (and the fun) of the activity.

The Rest of the Story

The sponsor of the meeting and her colleagues were very pleased with the outcome. The consensus was that this activity helped make this conference a memorable event with lasting impact. The technology now can be used as a global synchronous activity over the Internet for the company.

To Learn More

We'd love to tell you more about this and other solutions that we have developed for our clients. Please email us at engagementstories@solutionshouse.com.