Simulation #1:

Agenda: Create an innovative product

Items: Create a new innovative product
Create a short sales pitch of your product

In a group, brainstorm and create a new innovative product. The product could be a real product with new modification or it could be an entirely new imaginary product.

Example:

Name: 007-Series Watch X

Key function/use: Shoots laser

Sales Pitch: The violent crime rate in our country has been rising at an alarming rate. Protect yourself and your loved ones with our stylish laser shooting 007-Series Watch X. Our watch can shoot laser beam with super accuracy that will leave the criminals in ashes and you in one piece.

Your Product:

Name:

Key functions/uses:

•

•

•

Sales Pitch:

Simulation #2:

Agenda: Create a marketing campaign for a new product

Items: Introduce the new product
Introduce the target market for the new product
Brainstorm ways to market the product

Budget: $200,000

* The new product could be a product you created in simulation #1 or a real product from your company.

Product:

Target Market:

Marketing Strategy:

Simulation #3:

Agenda: Improve communication in the workplace

Items: Discuss current problems
        Find a solution for communication problems

Current problems: Too many unproductive meetings
            Miscommunication due to different departments using separate report
                formats

Solution for problem 1:

Solution for problem 2:

Simulation #4:

Agenda: Plan an end of the year office party

Items: Choose date and time
            Choose the activities
            Assign roles (reservations, travel planning, etc)

Employee Information:

There are 30 members in your office.
2 Members are allergic to shellfish.
5 Members don't drink alcohol.
8 Members love to drink alcohol.
Age group: 22-29: 5
                   30-39: 10
                   40-49: 12
                   50+: 3

Date/Time:

Activities:

Roles:

Simulation #5:

Agenda: Create a list of places to visit, things to do and eat for a foreign client visiting your city for the first time.

Simulation #6:

Agenda: Hire a marketing director for HSK Technology

Items: Evaluate candidates
Choose the best candidate

Candidate 1:

Andrew Jones, 25

Education: MBA from Harvard, BS in Computer science from Stanford

Experience: Software engineer at Microsoft (3 years)

Traits: ambitious, organized, handsome, selfish, stubborn, arrogant

Candidate 2:

Amanda Shaw, 32

Education: BA in marketing

Experience: Sales and marketing team for HSK Technology (10 years)

Traits: creative, passionate, good presenter, close-minded, emotional, break rules

Candidate 3:

Tony Smith, 51

Education: MBA, BA in marketing

Experience: Sales and marketing team leader for HSK Technology (9 years)

Sales and marketing team for HSK Technology (18 years)

Traits: loyal, nice guy, open-minded, indecisive, straight-arrow, insecure

Candidate 4:

Natalie Lee, 44

Education: MBA, BS in Behavioral psychology

Experience: Marketing strategy team for a rival company (12 years)

Consumer data analysis team for a rival company (7 years)

Traits: analytical, workaholic, organized, no charisma, company woman, introvert

Simulation #7:

Agenda: Start a new civilization

Items: State the current situation
Save the best people

Situation: The year is 2050, the Earth is over-populated and the top nations are fighting for limited resources. After years of hostile stance and minor conflicts, it has reached a point of no return. Top nations around the world have launched nuclear war heads and will impact its destinations within the hour. The civilized world you live in will be completely destroyed.

However, all hope is not lost. There is a group of people waiting to get on a small airplane that will take them to the remote island in the South Pacific Ocean. Due to the island's unique location, it will not be affected by the nuclear blast and the nuclear winter which will fall on Earth for years.

There are 14 people at the airport, but the airplane can only take 8. You must decide who will get on the airplane to start a new civilization.

Bob Jones, 55, Homosexual doctor

Anthony Smith, 20, Soldier

Amanda Shaw, 25, Pop-singer

Henry Michaels, 33, Cop

Justin Marks, 45, Financial advisor

Leslie Adams, 28, Elementary school teacher (pregnant)

Samantha Lee, 52, Mathematics professor

Jason Jones, 28, Athletic trainer (married to Carly)

Carrie Jones, 27, Fashion designer (married to Jacob)

Sam Jones, 3, Baby (Son of Jacob/Carly)

Morgan Willis, 35, Alcoholic agriculturist

Ben Stoops, 41, Priest

Angela Robbins, 16, High school student

Johnny Jones, 30, Homeless man

Simulation #8:

Agenda: Identify the biggest distractions in the workplace
Item 1: Decide three biggest distractions you face at work
Item 2: Come up with solutions to limit the distractions you chose

Workplace Distractions

Smartphones
Social media sites
Boss
Loud coworkers
Useless meetings
Phone calls/emails
Breaks (coffee, smoke, etc)
Nice day
Other

Simulation #9:

Agenda: What factors should you consider before choosing a job

Item: Rank the following factors from the most important to the least important

Salary   Perks

Location   Opportunity for advancement

Enjoyment   Opportunity for self improvement

Colleagues   Other

Culture

Simulation #10:

Agenda: Create a list of tips for new employees in your company