

BUSINESS GAMES

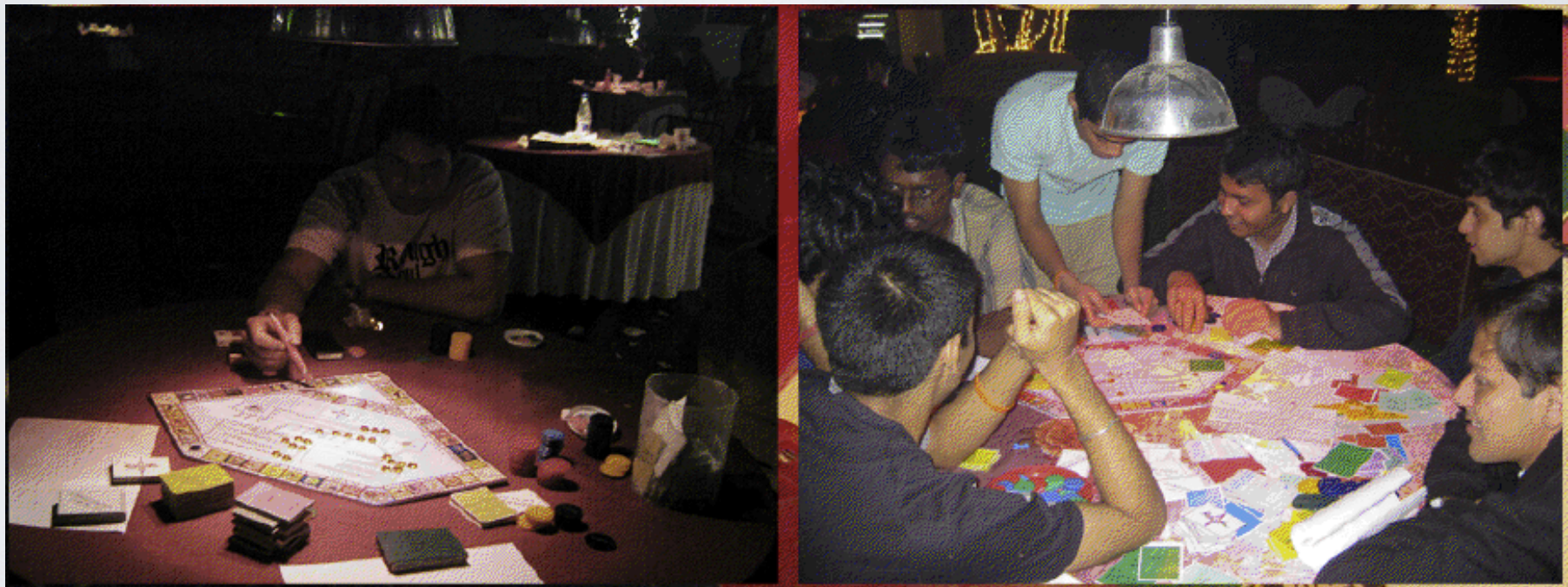
But what can we learn from a game?

AGENDA

- My Story of creating Kingpin
- How people learn by playing Kingpin

STAGE 1: PROTOTYPE

- Monopoly is broken; there are almost no trades!
- So I developed Kingpin in 2007 with my room-mate for IITK's business festival



- Great traction - people spent nights playing the game (and fighting over it!)

STAGE 2: FINAL PRODUCT

- Solving the graphic design and manufacturing problems



- Great, so you have got people negotiating like hell in this game. So what?
- How about we build the game to make people better at Negotiating?

STAGE 3: AFTER READING UP “EVERYTHING”...



OBJECTIVITY

Have Reasons,
Give Reasons



FOCUS ON INTERESTS, NOT POSITIONS

Why do you
want that?



CREATIVITY

What Else
can I offer?

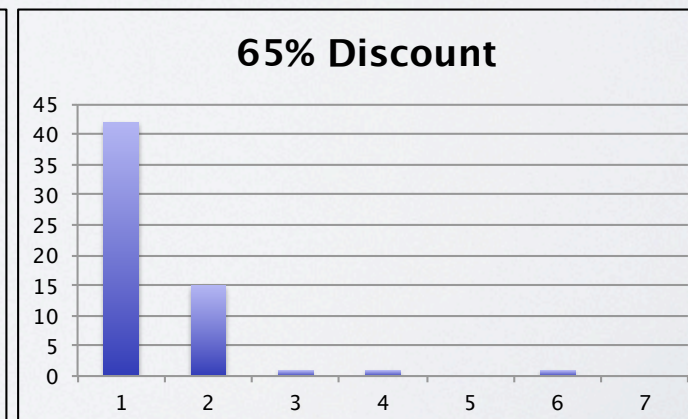
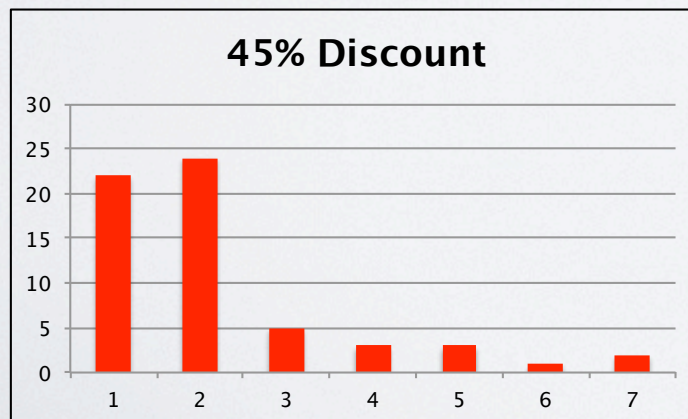


RELATIONSHIP

Are my Partners
as happy as
McDonalds'?

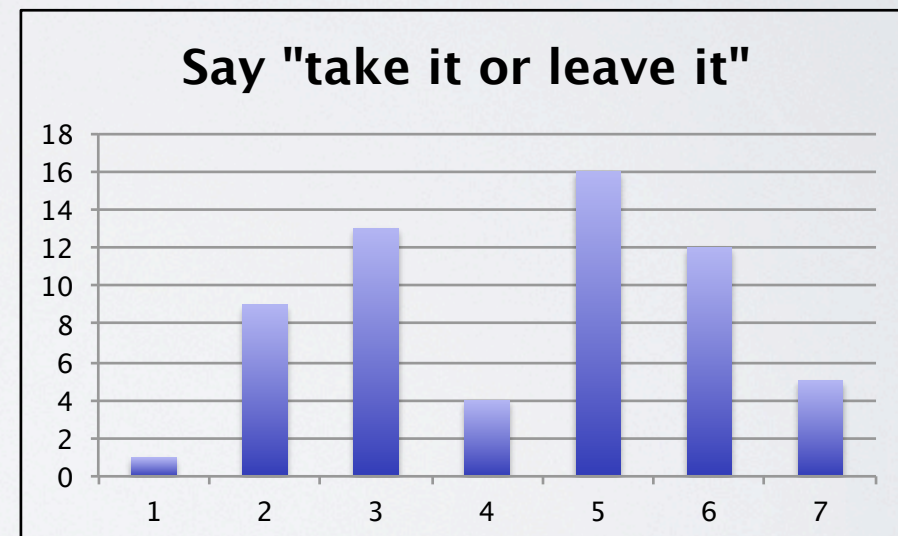
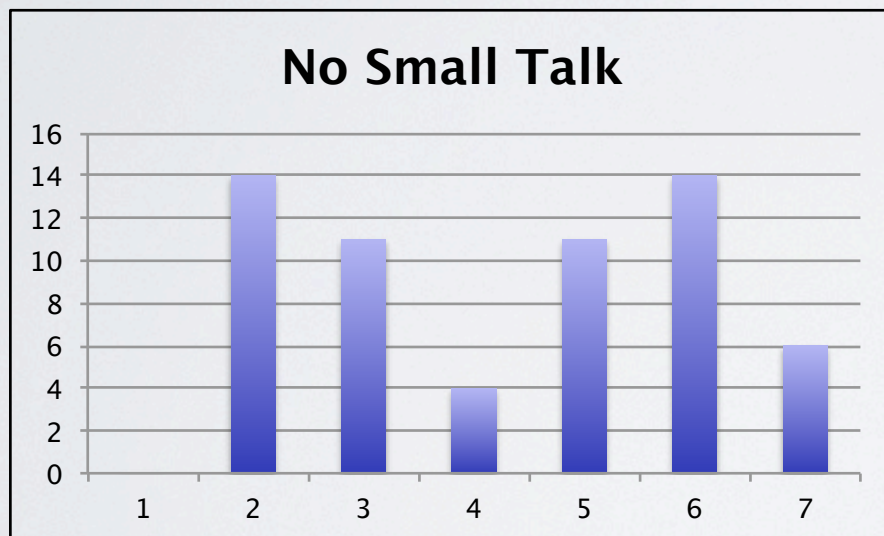
PREDISPOSITION: OBJECTIVITY

- After the theory had been taught, but before Kingpin, we did an experiment
- Successive Discounting Vignette - 60 students were told that their predecessor has offered a price and left the organization, the counter party is asking for a discount, how much discount is appropriate? [Of the 4 successive options, option 3, 45%, was the correct, objective, number]



PREDISPOSITION: RELATIONSHIP

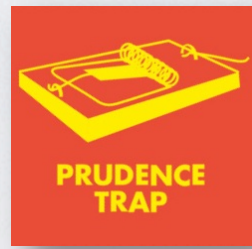
- In another vignette, we asked students if they will indulge in small talk with a counter party before coming to the point. We also enquired about the attitude with which students would approach the negotiation.



- Bimodal distributions again - about half the class does not get “relationship”

WHAT ELSE CAN WE LEARN?

- Is it better to make the offer first or wait for the other guy to make the offer first?



- The Negotiator's Dilemma and its solution away from Nash equilibrium - mutual, incremental information sharing

		Party B	
		Reveal Information	Conceal / Mislead
Party A	Reveal Information	Gains to both A and B	Major gains to B
	Conceal / Mislead	Major gains to A	Neither gains; Impasse

WHAT ELSE CAN WE LEARN?

- Competitive Arousal and Buyer's Curse

High Stakes

Spotlight

Time Pressure

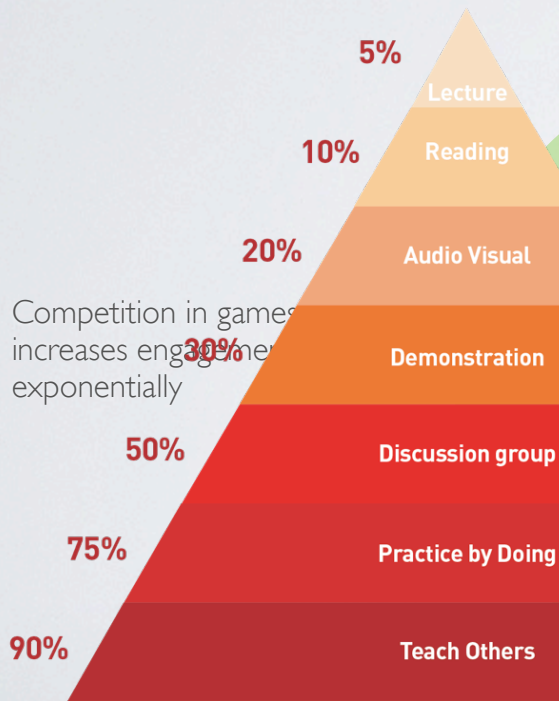
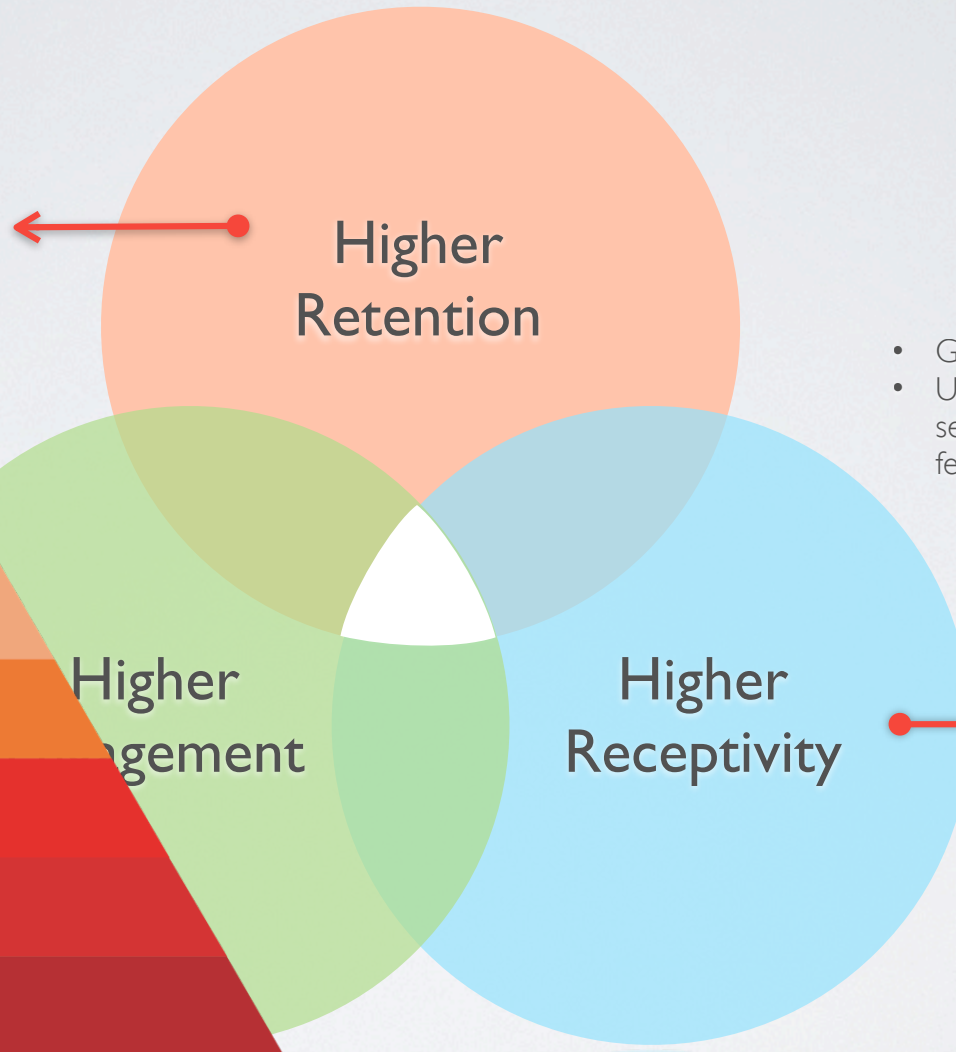
Rivalry

- Auction Myths

- The folly of jumping bids
- The myth of high initial bids

THIS IS WHAT BUSINESS GAMES DO

Traditional learning methods have 5-10% retention rates vs. **80-90%** for experiential learning



Competition in games increases engagement exponentially

- Games lower barriers to learn
- Users drop their guards, bring their true selves out and open themselves to feedback

Source: National Training Laboratories, Bethel, Maine

CONCLUSION

- Games are very effective in learning Organization Behavior Skills like Negotiation and Leadership
- Because these skills need practice; it is difficult to learn these skills by hearing / reading about them

5Shells

THE TEAM



HACKER

RAHUL BENDRE

MSc Integrated, IIT Kanpur

- Passionate game designer, web and app developer
- In-charge of product development and management



SALESMAN

KSHITIJ SAXENA

PGP, IIM Bangalore
BTech, IIT Kanpur

- Our chief deal-maker, in charge of marketing, sales and PR
- 2 Years corporate experience in a services startup
- Made it to the Director's Merit List while at IIM Bangalore



ARTIST

VISHAL KUMAR

PGD, NID Ahmedabad*
BTech, IIT Kharagpur

- Skilled Graphic designer with vast experience in creating sleek UIs
- Headed the design department at Myntra.com for 3 years

**Attended*



PROFESSOR

SHOBHIT AGGARWAL

FPM, IIM Bangalore*
PGP, IIM Lucknow

- >4 years experience in teaching and training
- Responsible for product ideation
- Extremely avid gamer

**Ongoing*



THANK YOU

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