

customised learning games



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Powerful learning processes

People learn best when they are engaged. And they are engaged when they creatively interact with their environment.

For many years, PARS PRO TOTO & shiftN have been jointly developing award winning customised learning games to support exciting and effective learning experiences.

We've built games:

- to help budding venture capitalists to come to grips with the finer points of their business cycle,
- to help tens of thousands of employees of a global company to reflect their company values,
- to help pharmaceutical research scientists develop more effective experimentation strategies,
- to help new employees to get to know the breadth of the business and company policies in a playful way,
- to help line managers to have more effective appraisal talks with their collaborators, ...

Our learning games have been developed from scratch to optimally reflect the client's culture, language, technology and business model.

Our learning games are rich and fun experiences that focus on self-motivation, honest self-assessment and respectful peer communication.

Our learning games address ambitious learning needs with tools that go far beyond standardised solutions. The buzz inside and outside the organisation is simply a bonus.

Target groups range from 100 to 400.000 of employees, at all levels of the organisation.

Amongst our clients: Volvo Cars, Belgacom, Proximus, Umicore, ArcelorMittal, Johnson & Johnson, the European Venture Capital Association, Dexia Bank, and more.



EVCA Foundation
Private Equity Course for Non-Executive & Support Staff

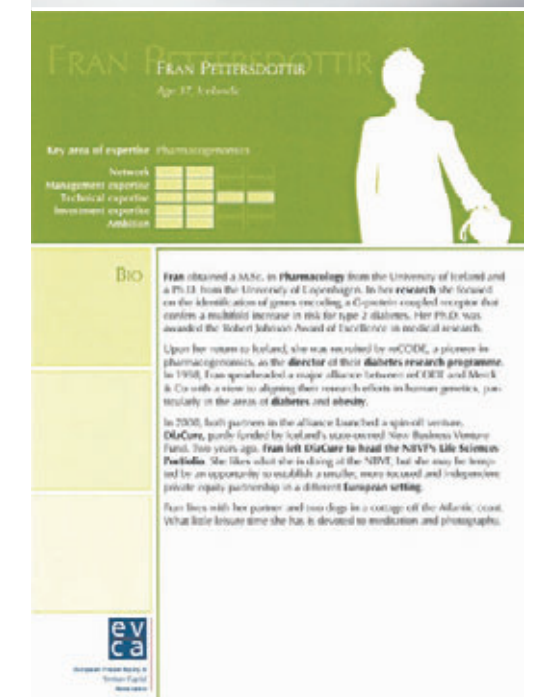
The European Private Equity and Venture Capital Association is the largest European network in private equity industry. It offers a variety of service to its member companies, including training courses.

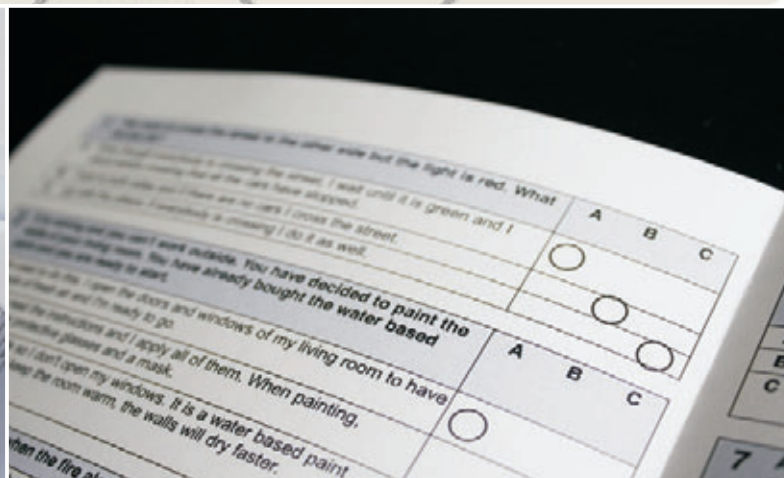
EVCA asked pars pro toto and WS to develop a "Foundation Course for Support Staff". The purpose of the course is to help support staff in private equity companies – who are not directly involved in managing investments – to develop a better understanding of the industry.

The course was developed as a full day simulation exercise. Supported by EVCA staff, teams work through all the stages of a fund raising and investment process, competing to offer their investors an optimal return.

Care was taken to model the logic of venture capital and private equity investments as closely as possible. The result is a fun and intense learning experience in which participants build a better understanding of the drivers behind the industry.

This newly gained knowledge enables support staff to optimise their own contribution to their company's goals.





ArcelorMittal
Coming Back Home Safely

ArcelorMittal is one of the world's largest mining and steel companies.

The business is hard and hazardous. ArcelorMittal University (AMU) asked assistance in the development of a safety game - 'Coming Back Home Safely' - that would sensitise workers throughout the company to key safety requirements, with the ultimate aim to significantly reduce the number of serious accidents.

The game follows a simple but clever concept that refreshes topical knowledge of practices and procedures. More sophisticated concepts such as 'shared vigilance' are addressed as well. And feedback has been integrated to help people reflect on their own safety-related behaviour.

AMU Director Christian Standaert: "Thanks to the professionalism of the developers we have been able to turn our ideas into a fascinating game in a very short space of time. Both graphically and conceptually the game has been positively received! We are now ready to roll out the game in ArcelorMittal worldwide as another element in our strategy to build a safer workplace."

This game was awarded a Luxemburg PaperJam HR award 2010.



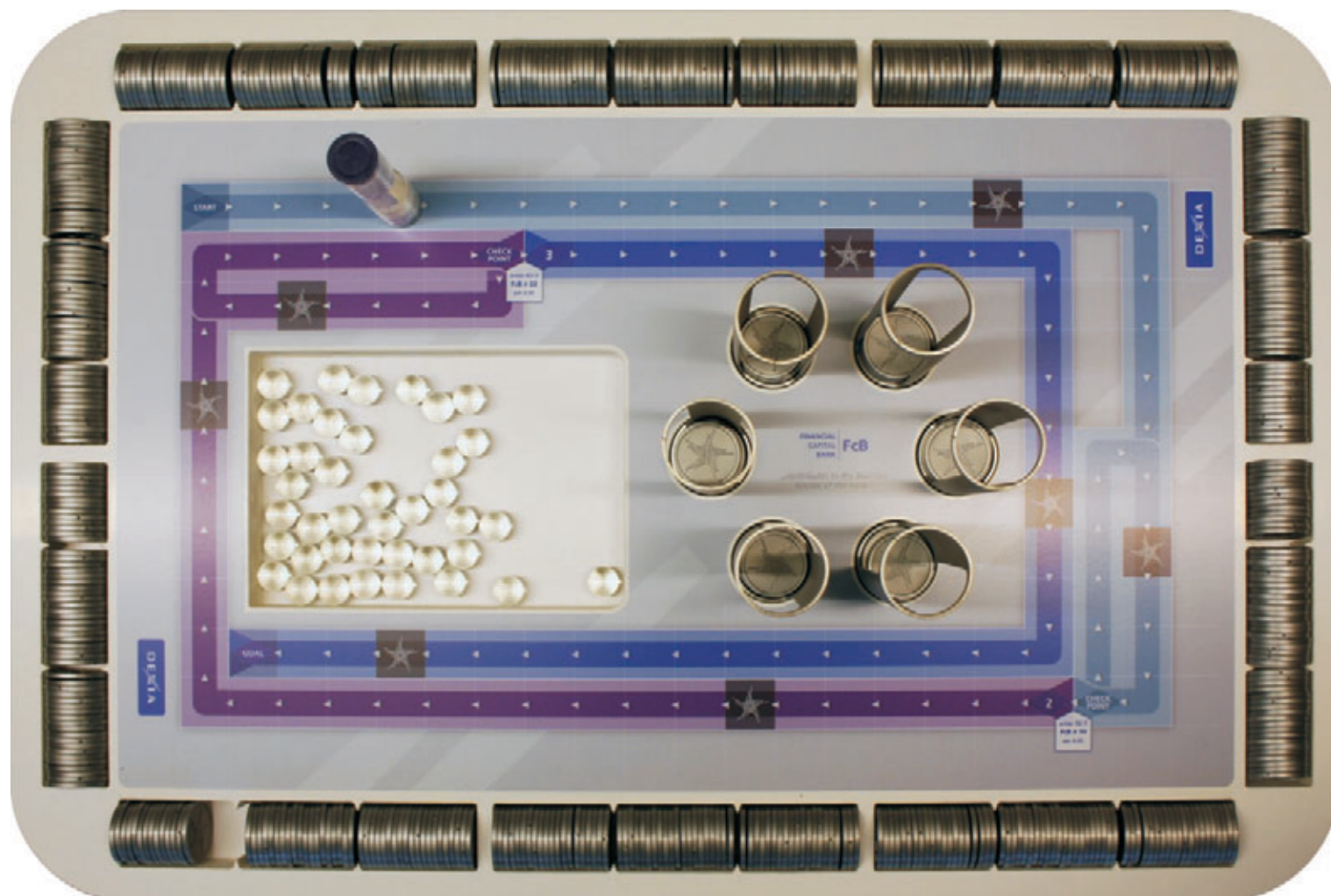
Dexia Bank
00.7 AM - Account Management Game

The Dexia Account Management Game gets to the heart of the challenges that frontline personnel in the financial services sector are facing: creating value for multiple stakeholders (the bank, the client, the team, the advisors themselves) against a background of a rapidly changing product portfolio, unpredictable market dynamics, evolving customer needs and a single overarching constraint: only 24 hours in a day.

The game invites account managers to exercise their skills in dealing with a stream of realistic and challenging customer requirements whilst making sure their key asset – time – is optimally allocated for maximum value creation.

There is plenty of opportunity for players to learn from their peers and to validate their practices against company policies.

This game was awarded Stimulearning's Learning and Development Achievement of the Year Award 2010.





**Belgacom
SURFgame**

Belgacom, former national telecom operator and key player in the Belgian telecom market, embarked on an ambitious training programme in 2003 to help more than 15.000 employees to internalise the company's new brand values: simple, uplifting, reliable & fresh.

The SURFgame is a competitive board game in which teams question each other's perceptions of the SURF project.

The game has been specially conceived to enable rich discussion on the objectives and practical implications of the company's move towards new brand values.



**Janssen Pharmaceutica
'Communicating Numerical Data'**

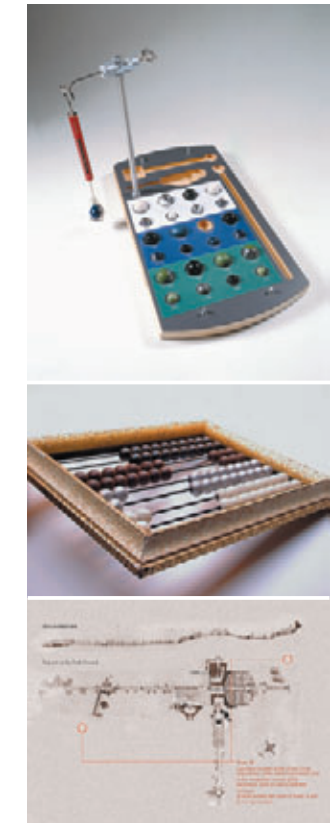
Communicating Numerical Data is a 1,5-day course for scientists and senior scientists in pharmaceutical discovery and clinical research.

Effective visualisation of numerical data relies on the ability to think clearly and flexibly about data structures, on the awareness of the particular context in which the graph is produced and on the specific research question/message at hand.

This course offers a generic methodology to deal with a variety of scientific visualisation problems.

Participants generate their own dataset by means of a specially developed experimental toolkit. Based on these data, scientists are led to discover and apply the methodology.

A significant amount of time is dedicated to an interactive discussion of examples from their own work.





**Proximus
Proxi[k]now**

Proxi[k]now is part of the introduction training at Proximus. Proxi[k]now brings together, in a stimulating and exciting way, the most important themes covered during a 1-week introduction training.

While playing and competing, new Proximus employees consolidate their freshly acquired knowledge and experiences about their new company.

Proxi[k]now is a strategic board game on communication technology. Apart from the experience that 'learning' becomes 'exploring', the interactions with new colleagues constitute the added value of Proxi[k]now.

The content of Proxi[k]now has been worked out in consultation with Proximus Training & Development.

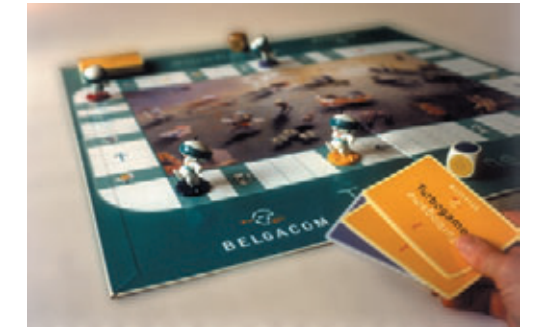


**Belgacom
Turbogame**

The Belgacom Turbogame is an attractive organisation game in which Belgacom employees are guided through the changing structure of their own company.

Changes, relations between divisions, customer orientation, etc. are discussed in interactive and pleasant sessions.

This game has been developed in close collaboration with Belgacom Learning & Development Academy.



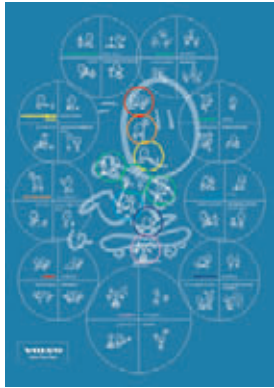
**Belgacom
Flow How**

Flow-How is a tool to simulate and visualise financial mechanisms in large companies, targeting non-specialist people. In that sense it is very close to traditional business games as they are played in management schools.

The aim of the tool is to acquire insight in the financial operations of large companies and to enhance the comprehension of financial concepts such as a.o. depreciation, overheads, gross margin, net margin, cash-flow etc.

All 'actors' that are part of the bigger 'whole' are represented on the board; investments, financial flows, share holders, bankers, government, suppliers, customers, competitors, etc... They are visualised next in relationship with the own production chain, in which value is added to goods that eventually are offered to the customer.

This game has been developed in close collaboration with Belgacom Learning & Development Academy.



Volvo Interface
Game of Values

This is a game about values, quality, self guidance and team building with potentially a very large target audience (all personnel of Volvo Cars Ghent, approximately 4000 employees and workers).

The game introduces a subtle language to discuss corporate values and the way they manifest themselves in many daily situations on the shopfloor.

The Game of Values is designed in a modular way and can be used both in group as well as individually. The Game of Values [or Quality Game] has been designed in partnership with Volvo Interface.



Volvo Interface
To[o]lbox 7 worlds

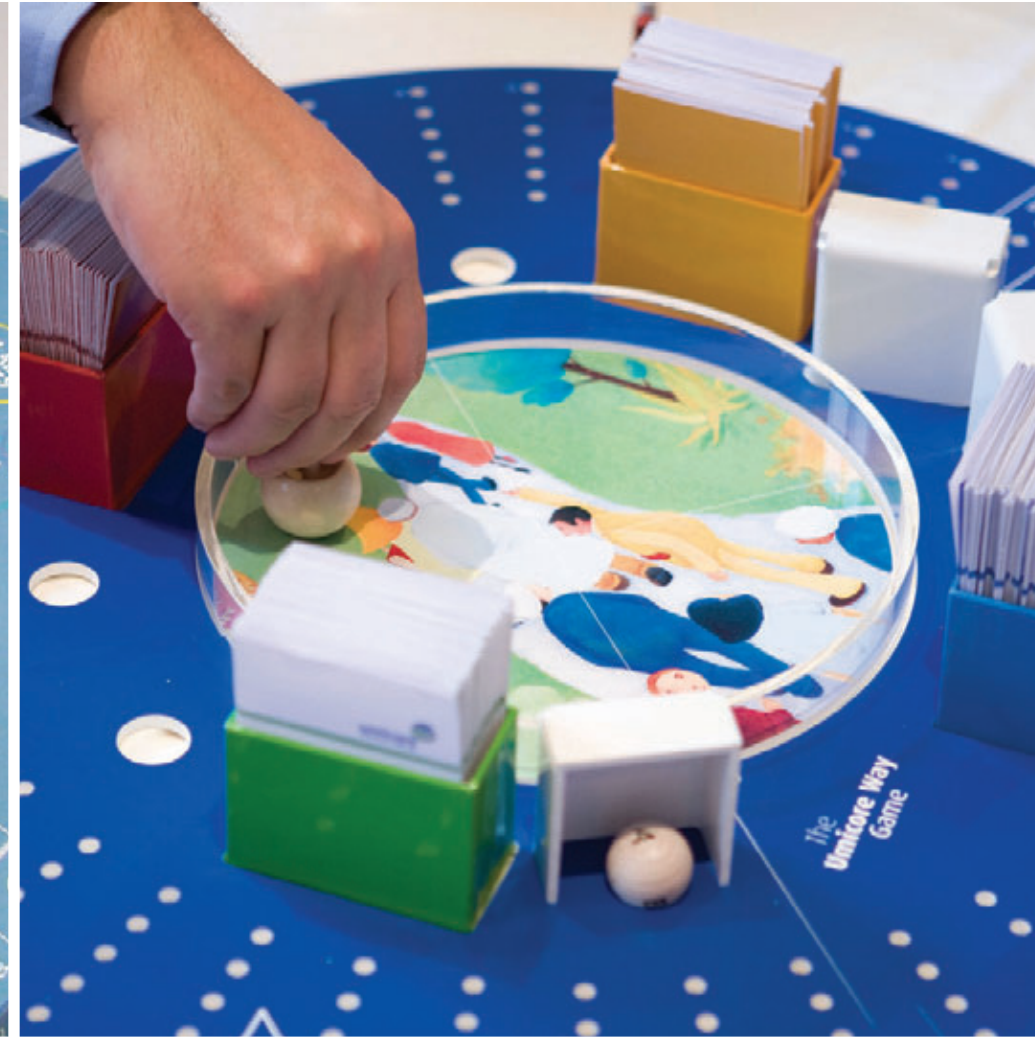
Game / visualisation about self management, personal and organisational development, development and transformation processes and learning organisations.

The concept is built around the holistic and integrated model of 'the seven worlds'. In the model, several cross-sections of 'the individual' and 'the organisation' are made. The evolution is described/pictured/narrated from individual potential [source of energy] towards self-conscious person, self manager with [per]mission, teamworker, networker, learning organisation to stakeholder...

The continuous thread used as 'guide' to explore and experience the '7 worlds' in this toolbox is the top, showing up in different shapes, materials, colours, sizes, ...

The tops intensify the experience of the 'the 7 worlds' and enhance the discovery level a.o. through interactive processes.

Metaphors are extensively used and connections with various scientific disciplines [a.o. organic biology, psychology, physics, astronomy, chaos theory,...] are omnipresent.



Umicore
The Umicore Way Game

The Umicore Way Game (UWG) was developed to help employees worldwide internalise the company's code of conduct and its vision on sustainability and human rights policies. It is a board game that can be played by teams with their super-visors. It is also very suitable to be integrated in a company introduction course for new employees.

At the heart of the learning game is a set of real-life dilemmas that provoke reflection and exchange between players against the background of the relevant policies.

Since its introduction at the end of 2007, the UWG has been enthusiastically embraced by all levels of the organisation (including its executive management team and the Board of Directors).

The UWG, co-developed by shiftN and pars pro toto, was also nominated as one of the three candidates for the 2008 Umicore Innovation Award. The Award recognises outstanding achievements that bring tangible value to the company by a clearly innovative approach.

This game was also awarded by Business & Society Belgium with a Belgian Business Award for the Environment 2009.

Antwerp Provincial Institute for Safety
Eargame & Dangerous Products

Eargame
Safety training focusing on noise nuisance, targeting plant operators.

The game deals with various aspects of noise nuisance like e.g. legislation, the functioning of the ear [the score board has been realised in a way as to resemble the human ear; ear hairs disappear each time a wrong answer is given], the nature of sound, sound insulation, sound damping, prevention and protection measures, etc...

Dangerous Products
Training on safety aspects of handling dangerous products with production workers as target audience... The game deals with various aspects of working with dangerous products and is designed around a '10 point safety philosophy'.

Some of the points discussed are: prevention of accidents, labelling, symbols, protection measures, legislation, etc...

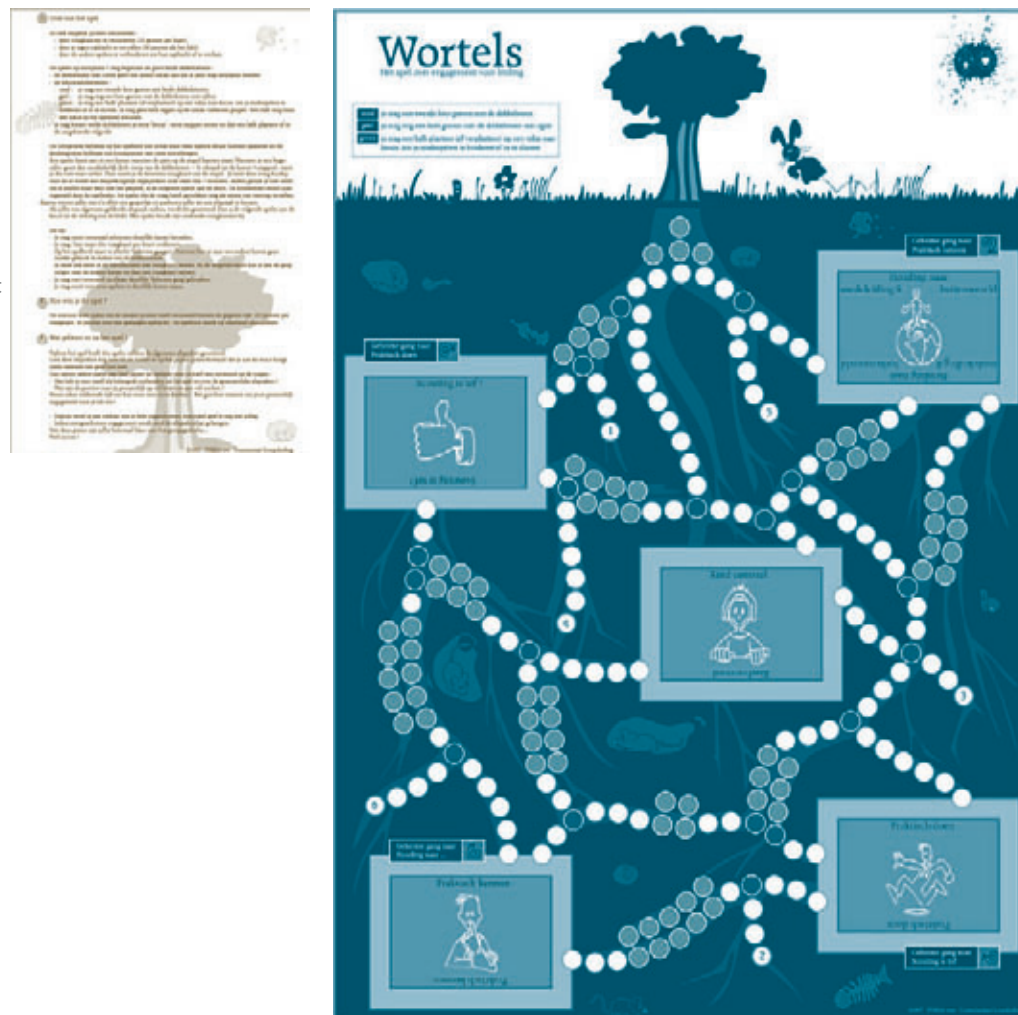


VVKSM - Scouts
 Roots - Commitment game for leaders within VVKSM (Scouts).

During an interactive session, and facilitated by the game 'Roots', VVKSM leaders formalise or revisit their commitment for a given 'thematic year'.

The game touches upon a number of themes and sensibilities that weren't always (easily) dealt with during 'traditional' kick-off or wrap-up meetings.

This game has already been re-ordered [in 200 to 500 copies] several times and is sold a.o. through scouts' shops.



LEGO® SERIOUS PLAY®

LEGO® SERIOUS PLAY® is a Lego bricks-based, flexible platform for the development of a wide range of fun but seriously engaging processes of team-based problem solving. Please contact us for more information.

shiftn is a certified LEGO® SERIOUS PLAY® partner.

LEGO® SERIOUS PLAY® is an innovative, experiential process designed to enhance innovation and business performance. Based on research that shows that this kind of hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities,

LEGO® SERIOUS PLAY® deepens the reflection process and supports an effective dialogue – for everyone in the organization.

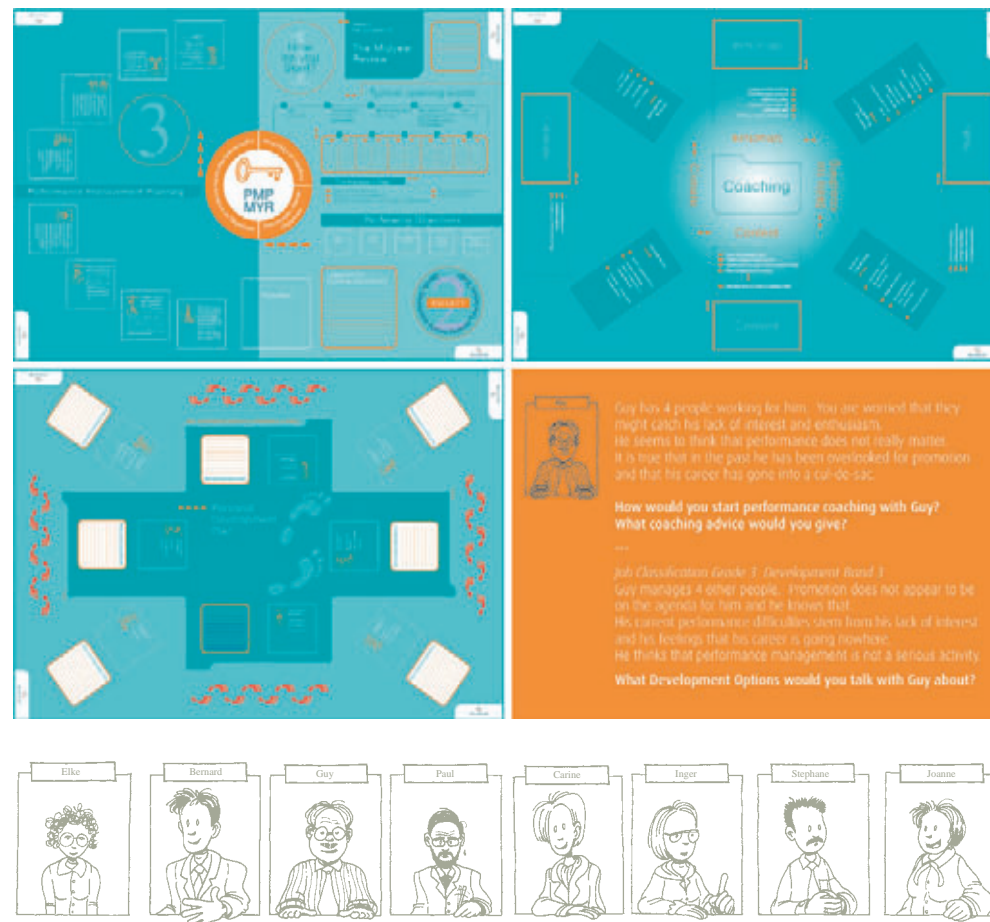
Belgacom
 Performance Management Trilogy

Board game in three parts, in which teams of managers interactively learn on three themes: Mid-Year Review, Coaching and Personal Development Plan.

The simulation revolves around a case study including 8 carefully designed fictitious persons.

The team works through the case on the basis of exchange of experience and with a minimum of external facilitation.

This game has been developed in close collaboration with Paul Malyon from Quarto Consulting International [UK].



The **partnership** between **shiftN** and **PARS PRO TOTO** has led to numerous eye-catching and **innovative** developments.

The integration of insights in business processes, didactics, game typologies and design methodologies is necessary to achieve **challenging, relevant and long-lasting learning experiences**.



PARS PRO TOTO is a full service **design company** specialised in industrial design, brand experience design, service design, exhibit design and business game design.

Time and again, **PARS PRO TOTO** is able to generate surprisingly innovative results by relying on a powerful, generic **design methodology**. In recent years, **PARS PRO TOTO** has been able to build up an enviable portfolio in business game design.

shiftN is a network of seasoned process designers and facilitators, with significant experience in strategy development, organisational development and executive development. The typical **shiftN** approach marries **systemic thinking** to a high level of **process-orientedness**. Interventions are conceived in such a way that they enable the client's problem-solving skills.

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