

ENGINEUITY 2015



COMPETITION REVIEW



The Global Challenge



An **international field of 150 teams** started the **ENGINUITY 2015** Business Management Competition for Construction Professionals in the UK and worldwide.

The entrants included teams from consultancies and contractors based around the UK, Europe, Africa, Asia Pacific and the Americas, emphasising the wide ranging and global appeal of the Enginuity competition.



Using the Enginuity Simulation, participants, working as a team of directors, were given the **task of running a fledgling UK-based Global Construction Business.**

The new management team needed to form **an effective strategy to grow the business**, and satisfy the high demands of the company's shareholders, who were keen to see a quick return on their investment.

Key decisions had to be made to manage the business for a simulated number of years, in a dynamic 'real life' environment, with jobs, clients, competitors and people across different continents and countries, resulting in **unique challenges** and **opportunities** and requiring some special management skills to be successful.



ENGINUITY 2015 put participants in the 'hot seat', providing them with the opportunity to acquire an understanding of the challenges and decisions that face their corporate management on a daily basis.



Preliminary Rounds



The PRELIMINARY ROUNDS

During the 8 weekly Preliminary Rounds, which took place between March and April, each team played independently in their own 'virtual' world, competing for work against simulated rival companies, each with their own bidding strategies.

12 teams qualified for the Final, with the largest sponsors MWH Global and WSP | Parsons Brinckerhoff well represented, along with teams from AECOM, Atkins and Hyder Consulting.

The finalists were spread globally, with 7 from the UK, 2 from India, and one each from Australia, Canada and the United States.

Intriguingly WSP | Parsons Brinckerhoff were aiming for their 3rd consecutive victory. Could anyone deny them further success ?

Position	Name	Sponsor	Total Rating	% Improvement
1	Newbee	AECOM	2,813	8
2	Aspiring for a PB Hat Trick	WSP Parsons Brinckerhoff	2,722	9
3	Team Brincker-HOFF	WSP Parsons Brinckerhoff	2,673	9
4	Red Hot Oomp a Loompas	MWH Global	2,647	9
5	On the Brinck of Something Special	WSP Parsons Brinckerhoff	2,613	9
6	PB's Canadarm	WSP Parsons Brinckerhoff	2,612	9
7	EngiWINity	WSP Parsons Brinckerhoff	2,599	12
8	The Quay Stones	WSP Parsons Brinckerhoff	2,594	7
9	Eclipse	MWH Global	2,591	5
10	Atkins Aberdream	Atkins	2,588	11
11	Hydra	Hyder Consulting	2,572	10
12	Monty ANZAC's	MWH Global	2,542	6

The top of the League Table at the end of the Preliminary Rounds



The Final



The FINAL

The final was played over a further 6 rounds during two weeks in early May, enabling the teams to take part in the final from wherever they were located, and giving them enough time between each round to make considered and effective decisions, and reflect upon and refine their strategies.

During the final the teams competed 'head to head' directly against each other. This created an even more uncertain and pressurised environment in which the skills and team dynamics formed in the early years were really put to the test.

The final saw lots of ups and downs, but ultimately it was **"Newbee"** from **AECOM** who deservedly emerged victorious as the [ENGINUITY 2015 Champions](#) by a clear margin from their nearest rivals.

Position	Name	Sponsor	Total Rating
1	Newbee	AECOM	4,261
2	Aspiring for a PB Hat Trick	WSP Parsons Brinckerhoff	4,047
3	Red Hot Oompa Loompas	MWH Global	3,768
4	EngiWINity	WSP Parsons Brinckerhoff	3,676
5	On the Brinck of Something Special	WSP Parsons Brinckerhoff	3,559
6	PB's Canadarm	WSP Parsons Brinckerhoff	3,528
7	Monty ANZAC's	MWH Global	3,525
8	Team Brincker-HOFF	WSP Parsons Brinckerhoff	3,514
9	Eclipse	MWH Global	3,306
10	The Quay Stones	WSP Parsons Brinckerhoff	3,291
11	Hydra	Hyder Consulting	3,274
12	Atkins Aberdream	Atkins	3,268

The Final League Table



The Champions



At an Awards' Ceremony held in London, the "**Newbee**" team were presented with their awards by Patrick Flaherty (AECOM Chief Executive UK & Ireland), along with the Winning Sponsors' salver.

The members of the winning team :-

Jian Yu
Roshni Wijesekera
Aby John

each received a cash prize and personally engraved crystal award.



Proposed Schedule For ENGINUITY 2016



2015

- **Publicity** for the competition will be sent out at the beginning of November
- **Registration** will start during November

2016

- The **2016 software** is released on the website at the beginning of January
- **Trialling** starts shortly after the software is released for registered teams
- The **Preliminary Rounds** take place during March and April
- The **Final** will take place during May



Further Information



Further detailed information can be obtained from the website at:

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