

INGENUITY



**Using on Company Graduate/Management
Development Programmes**



Introduction

People are the key asset of any business, and their personal and professional development is essential to the success of the business.

The **ENGINEUNITY** computer simulation has been designed for people in the early stages of their careers, on Graduate/Management Development Programmes, to :-

- Giving them an insight into how a modern Global Construction Company operates, and the challenges faced by their business leaders.
- Develop key Business Management skills :-
 - Commercial awareness
 - Strategic thinking
 - Decision making
 - Problem solving
 - Team working
 - Communication



A Stimulating Learning Experience

What makes the **ENGINEUITY** unique is that it is delivered as a Competition between the participants (split into management teams) that enhances the learning environment, and :-

- Is practical, challenging and competitive
- Puts theory into practice
- Is thought provoking
- Is enjoyable, engendering a sense of achievement
- Cannot be plagiarised (you cannot google the answer)



The Task

Teams of up to 6 people, acting as directors, are given the challenge of running a UK-based **global construction business** that has only been in existence for one year.

The company **operates in a number of sectors**, with jobs, clients, rival competitors, and people worldwide.

To grow the business the new management team will need to devise an **effective business strategy**, making **decisions** will have to be made in a number of key areas :-

- Financial management
- Overhead management
- Procurement
- Job progression

Decisions are made for a round, which represents 3 months (a quarter) in the real world.

Success is measured in 2 ways :-

- Individually, can each team grow their own business
- In comparison to each other, who can run the most successful company



Managing The Global Business

ENGINUITY is a unique and inspirational learning experience, giving participants, grouped into teams, the opportunity to compete against each other to see

WHO CAN RUN THE MOST SUCCESSFUL GLOBAL CONSTRUCTION BUSINESS



Each competing team is thrust into the same 'virtual world', and are given the challenge of running their own Global Construction Business for a number of simulated years, where success is measured by key performance indicators published on a league table.

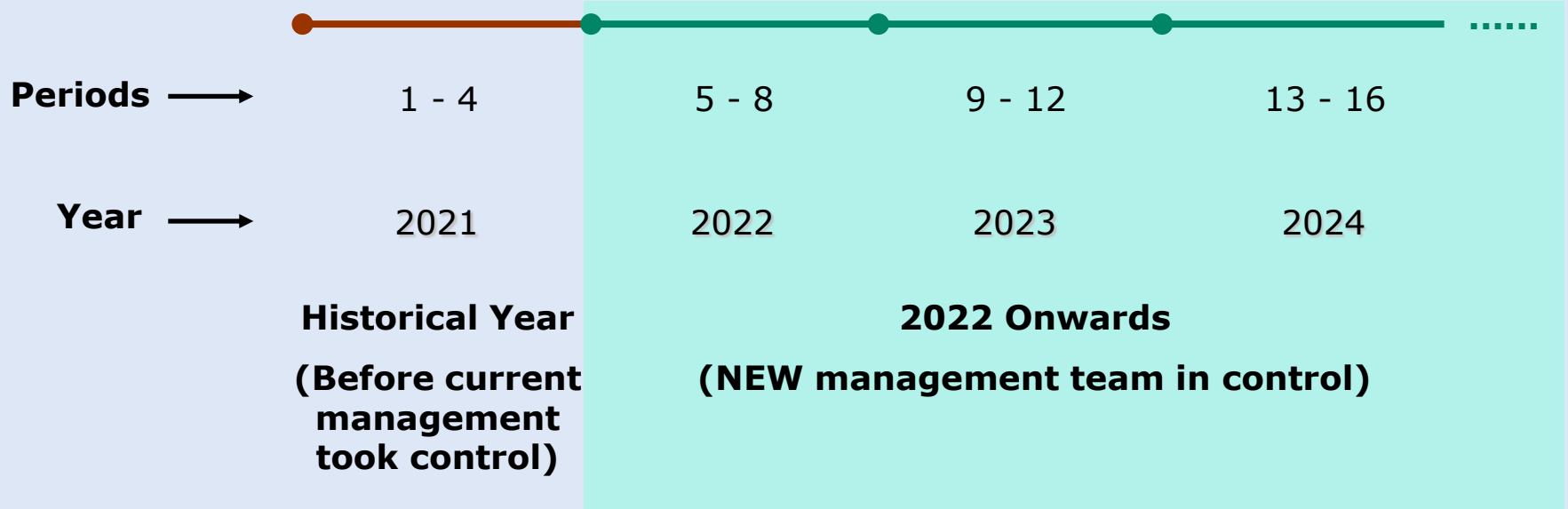
It will not be easy, with stiff competition for work, a dynamic jobs market, and external world events that can impact upon the business just like the real world.

Developing a successful business strategy is essential, as is being able to work effectively as a team, make key decisions, and solve problems as they arise.

Ultimately their can be only one winner, but everyone also wins if they can grow a successful business.



Decision Making



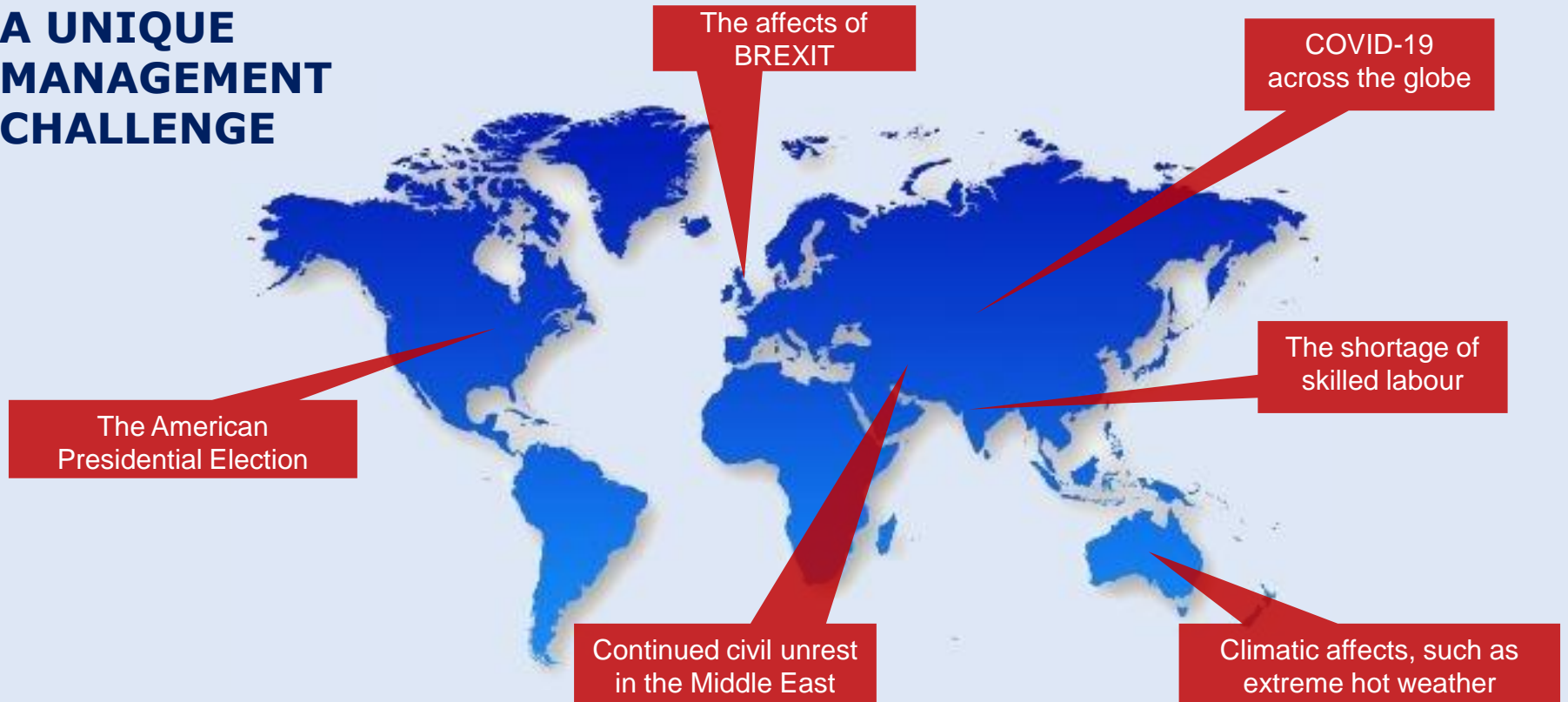
Decisions are made for a **period**, representing 3 months, or a quarter, in the real world, in a number of key management areas :-

- Financial management
- Overhead management
- Procurement
- Job progression



The Challenge

A UNIQUE MANAGEMENT CHALLENGE



Using a sophisticated computer simulation, competing teams are given the task of managing a fledgling UK-based **GLOBAL CONSTRUCTION BUSINESS** from 2022 onwards.

Operating in a dynamic global economy based upon the 'real world', there are **WORLD EVENTS**, economic, political and environmental, that can impact upon the business, and the **ENGINEUNITY NEWS NETWORK (ENN)** provides the latest world news headlines.

There are jobs, clients, rival competitors, risks and people worldwide, and the **success or failure of the business** depends entirely on the decisions each team makes in a number of key business areas.



Measuring Performance

The performance of each team each round is measured by **Key Performance Indicators**.

Key Performance Indicators _ □ ×

Show graphical analysis Help

CLICK ON A COLUMN TO SEE HOW THE CHOSEN KEY PERFORMANCE INDICATORS WERE CALCULATED

End of period	Status	Year/qtr	Turnover	Gross profit to Turnover	Operating Profit to Turnover	Company Value	Capital Employed	Contract Completion	Forward Workload	Forward Margin	Share Price	Client Satisfaction	Total
4	History	2019 (Q4)	40	170	120	170	130	80	70	100	70	50	1,000
5	Early Years	2020 (Q1)	52	182	174	179	147	120	102	147	83	83	1,269
6	Early Years	2020 (Q2)	57	181	184	183	159	132	115	166	84	106	1,367
7	Early Years	2020 (Q3)	64	200	224	196	169	148	110	154	95	125	1,485
8	Early Years	2020 (Q4)	72	207	240	208	168	177	53	71	94	149	1,439
9	Later Years	2021 (Q1)	73	218	251	213	174	213	121	107	111	178	1,659
10	Later Years	2021 (Q2)	76	218	256	216	179	218	114	102	117	201	1,697
11	Later Years	2021 (Q3)	81	215	255	218	181	248	85	70	117	219	1,689

During the competition, each team's performance relative to each other is displayed on a league table published at the end of each round, which only shows the overall KPI score of each team.



Morgan Sindall Group Competition 2020

TEAM LEAGUE TABLE

At the end of period 11 (Later Years)

Position	Name	Sponsor	Location	Total KPI	Improvement	PERIOD MOVEMENT	
						From	Change
1	Amalgamation	Morgan Sindall Group	Several	1,689	0 %	1	0
2	CH4MPS	Morgan Sindall Group	Several	1,642	6 %	3	1
3	RKS Construction	Morgan Sindall Group	Several	1,611	1 %	2	-1
4	Team Innovative	Morgan Sindall Group	Several	1,455	3 %	4	0
5	The Workaholics	Morgan Sindall Group	Several	1,386	-1 %	5	0
6	MS Global	Morgan Sindall Group	Several	1,380	1 %	6	0
7	The Hive	Morgan Sindall Group	Several	1,337	1 %	7	0



Where Enginuity Has Been

COMPANY	PROGRAMME
AECOM	Graduate Development Programme
Arcadis	Graduate Development Programme
Arup	Graduate Development Programme
Balfour Beatty	Emerging Talent + Development Programme
Bechtel	Leadership and Business Management ECH Training
Costain	Graduate Development Programme
Laing O'Rourke	Cadet/Graduate Development Programme
Mace	Management Training Programme
Mercury Engineering	Graduate Development Programme
Morgan Sindall	Graduate And Emerging Talent Programme
Turner & Townsend	Management Development Programme
White Young Green	Graduate Development Programme



Showcase

Graduates and emerging talent from **Lovell, Morgan Sindall Fit Out and Morgan Sindall Construction & Infrastructure** took part in a career development **ENGINEUITY** Competition, testing and developing their team working, commercial acumen, decision making, problem solving, data analysing and planning skills by putting them in the 'hot seat' running their own global construction contracting business.

7 teams took part in the Competition, and competed for 4 rounds against computer-simulated companies, and then a further 3 rounds 'head to head' against each other.

The event took place over two days on March 3-4 at the Lea Marston hotel near Sutton Coldfield.





Testimonial



Melissa Winham

Learning and Development
Consultant



"A few years ago at Parsons, we came to the realization that while our employees have the technical skills needed to design, build, and execute complex projects, many lacked an understanding of business acumen and strategic decision-making.

ENGINUITY, through its immersive, hands-on simulation, has allowed us to help our employees develop in these areas, in a fun and engaging way.

Our employees come away from the competition with a greater understanding of our business and the decisions involved in implementing an effective strategy.

And an added bonus is the fact that employees compete in teams, which helps us fulfil another development goal for our employees; greater collaboration and communication across teams.

I would recommend ENGINUITY as an affordable and worthwhile investment for any company seeking to develop their employees in these areas."

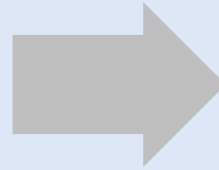


How It Works

UP AND RUNNING

(Pre Competition)

- Participants **split into teams**, and registered for the competition
- **Instructions, information and data** emailed to the teams to get them up and running
- Teams install the software, and have some time to practise learning how to play Enginuity, known as **trailing**
- Full **7-day support**, with detailed feedback given to the teams



THE COMPETITION

(Local or Remote)

- A number of rounds played against computer-simulated rival companies, known as the **Early Years**
- A number of rounds where the teams compete directly against each other, 'head to head', known as the **Later Years**
- **Assessment** in a number of ways, such as presentations or business performance reports
- **Feedback** to review progress, strengths and weaknesses, and what has been learnt



Further Information

Further detailed information can be obtained from the website at:

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or by e-mail

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or by contacting in the first instance

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