

ENGINEUITY 2018



COMPETITION REVIEW



The Global Challenge



The **ENGINUITY 2018** Competition gave participants the opportunity to experience the challenges that face their corporate management on a daily basis, and pitted them against their colleagues and peers from around the world in a unique business management challenge.



Using a sophisticated computer simulation, competing teams were given the task of managing a fledgling UK-based global construction business from 2018 onwards.



STRATEGY AND DECISION MAKING

To be successful, each management team needed to devise an effective business strategy to grow their business, making decisions in a number of key areas, including finance, marketing, overheads, procurement and job progression.

Decisions were made for a period, representing 3 months, or a quarter, in the real world.

TEAMS FROM AROUND THE WORLD

The **international field of nearly 200 teams included** included entrants from consultancies and contractors based around the UK, Europe, Middle East, Asia Pacific and the Americas, emphasising the wide ranging and global appeal of the Enginuity competition.



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 sponsor WSP well represented, along with teams from Arcadis, Jacobs, Parsons Corporation, Robert Bird Group and Stantec.

The finalists were spread globally, with 5 from the United States, 2 teams from the UK, 1 from India, 1 from the United Arab Emirates and 3 from Australia.

With less than 300 points between the finalists, another highly competitive final was in store.

Position	Name	Sponsor	Location	Total KPI
1	J-Empire	Jacobs	UK	2,436
2	Just Crazy Enough To Work	WSP US	United States	2,388
3	Birdies In The Sky (BITS)	Robert Bird Group	Australia	2,351
4	Jersey Geoengineers	Parsons Corporation	United States	2,304
5	Shear Incompetence	Arcadis	Australia	2,246
6	Munja Trans	WSP UK	UK	2,218
7	STANdout TEChnologies AU	Stantec	Australia	2,209
8	Shatha Paramhita, now part of Illuminati	Stantec	India	2,192
9	WSPME Focus	WSP Middle East	United Arab Emirates	2,178
10	Capitol Based	Parsons Corporation	United States	2,164
11	Winning Second Place	WSP US	United States	2,143
12	Global Connections	Parsons Corporation	United States	2,142

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 **"Just Crazy Enough To Work"** from **WSP (United States)** who deservedly emerged victorious as the **ENGINEUNITY 2018 Champions**.

Position	Name	Sponsor	Location	Total KPI
1	Just Crazy Enough To Work	WSP US	United States	3,325
2	Birdies In The Sky (BITS)	Robert Bird Group	Australia	3,108
3	Jersey Geoengineers	Parsons Corporation	United States	3,080
4	STANdout TECHNOLOGIES AU	Stantec	Australia	3,048
5	Munja Trans	WSP UK	UK	3,043
6	J-Empire	Jacobs	UK	2,908
7	Capitol Based	Parsons Corporation	United States	2,882
8	Shear Incompetence	Arcadis	Australia	2,717
9	Winning Second Place	WSP US	United States	2,637
10	Global Connections	Parsons Corporation	United States	2,559
11	WSPME Focus	WSP Middle East	United Arab Emirates	2,369
12	Shatha Paramhita, now part of Illuminati	Stantec	India	2,027

The Final League Table



The Champions



The Champions,
"Just Crazy Enough To Work" from
WSP (United States) with their awards.

Each member of the winning team :-

Vincent Favale
Joseph Salvo
Brendan Tyler

received a cash prize, engraved crystal award
and certificate of achievement.





The Runners Up



The Runners Up, "**Birdies In The Sky (BITS)**" from the **Robert Bird Group (Australia)** with their awards.

Each of the runners up :-

Raul Buñales
Ebrahim Al-Qalisi
Robbie Browne
Pooria Kaldi
Thangarajah Janaraj
Allan Bartlett

received a cash prize, engraved crystal award and certificate of achievement.





All Finalists



Each finalist received a personalised laminated certificate of achievement, denoting their finishing position in the overall Competition.

ENGINEUITY 2018

Certificate of Achievement



Awarded To **Dominic Murray-Flume**

A Member Of The

4th Placed

Team

"STANdout TEChnologies AU"

From

Stantec



The Global Business Management Competition for the Construction Industry

Nearly 200 Teams From Around The World Took Part

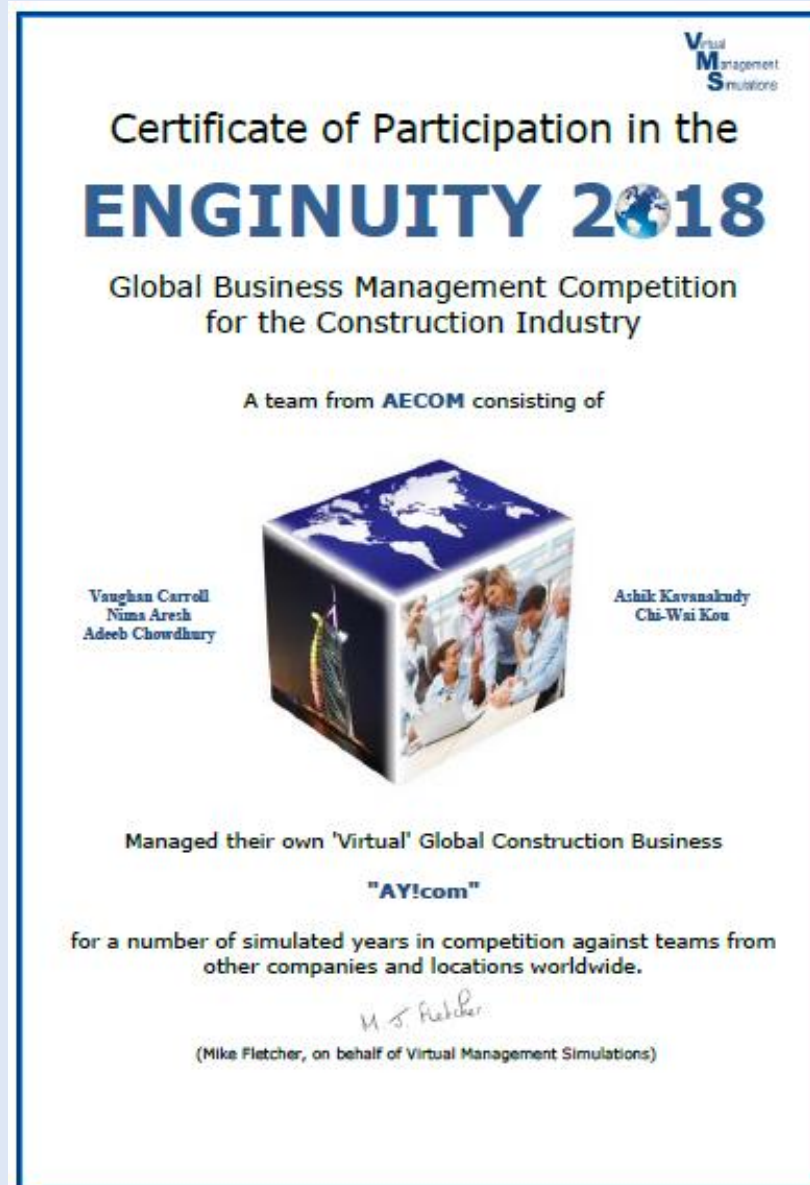
Virtual
Management
Simulations



Certificate Of Participation



Each participant in the Competition received a certificate of participation.





Testimonial



The "**Kier Technology Services**" team from **Kier Highways**.

From left to right :-

Kerry Madden
Owen Smith
Faheem Parker (Team leader)
Tara Monaghan
Chris Gaffney

"Daunting at first, but became easier as we went along. It was good to see us win jobs each round; I was so excited to see the league tables come out each round." **Kerry Madden** (Administrator)

"Enginuity was a challenging yet rewarding experience. I strongly recommend teams to participate to get an understanding of how a company is managed." **Owen Smith** (Business Support Apprentice)

"With aims to become a Future Leader of Kier Group, having heard about Enginuity 2018 competition, I knew this was the perfect platform to put my leadership and business management skills to the test. Having the opportunity to experience the challenges that corporate management face on a daily basis; Enginuity provided a chance to experience being Senior Business Leader's, devising strategies and having a key focus on the growth of a fledging UK-based Global Construction Business." **Faheem Parker** (Graduate Engineer)

"It was a great team building experience, and I am proud to have been part of such a successful team. Faheem kept us focussed in a challenging time!" **Tara Monaghan** (Project Manager)

"Enginuity has provided a valuable insight as to how critical the decisions made by senior management are, and how they can impact the business as a whole." **Chris Gaffney** (Senior Engineer)



2018

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

2019

- The **2019 software** is released on the website at the beginning of January
- **Trialling** starts 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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or by e-mail

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or by contacting in the first instance

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