



Best Practice In Action - Hands-on Change Management Experience

A university simulation seminar



"I think that we pulled off something unique with the Leaderfy change management game. The integration between the learnings from the actual game + all of materials involved and the personal learning experience the students went through is one of a kind.

Being able to let students learn about team dynamics whilst simultaneously let them experience it themselves is seemingly a holy grail within the school-environment, but we actually achieved this.

Wonderful experience for all involved!"

by Oeds Baart – Research Lecturer Marketing Management at Hanze University of Applied Sciences

Building Blocks



Leadership Experience

Simulation-based experiential learning linked to real operational realities



Learning & Development

Strengthening knowledge through structured lectures



Personal Leadership

Encouraging responsibility, ownership, and professional behavior



Teamwork & Communication

Building trust, collaboration, and alignment



Set-up?

- Seminar for 60 marketing management students from the Netherlands
- 3 days, 3 facilitators in presence
- Systems: Leaderfy Change Management Simulation, Mentimeter,
- Activities: simulation experience, lectures, interactive outdoor activities, reflections, individually graded portfolio focused assignments
- Unique empowerment: Teachers joined an event-specific Train the Facilitator, and co-created the seminar whilst being empowered to instruct and technically administer the simulation

Storyline?

The whole seminar was framed in a story, wherein the

- Simulation provided the "Client scenario": a freshly promoted department head had to create a high performing team and increase sales
- Teachers provided guidance and theory frameworks on change management
- Students experienced the simulation in teams and had targeted reflection and personal development tasks

And what about Flow?

Over the course of the days students had to work at different challenges of implementing change within their simulated scenarios, connected to the teachers as mentors, and received knowledge injections about change management along the way. Working on inspirational deliveries, they applied their already gained knowledge about marketing management and reflected on personal experiences, as individuals and as student teams. Of course, continuously exchanging learnings and deliveries with their fellow students.

From a meta-perspective, the three elements set-up, storyline and flow created the conditions for an unforgettable experience, both for students and teachers, who were role-models for: Change is always personal...

Sajad Haziri –
3rd year student from Iran

"I think I learned a lot during the week about myself and others in my group as it was the first time for me to work with people from France and Spain. The change was the theme of the week and I think we all changed by the end of the week, at least I know I was influenced by my group and their stories and the work we did together."

Alexandra Kolotuha –
3rd year student from Ukraine

"To start with, I would like to mention that Change Management turned out to be a very unexpected experience and a lot of fun. I liked the way it was structured and the game itself. The game is not similar to any other classes that we had so far and therefore, of course, we have learned and seen ourselves from completely opposite sides"

