



A Client's Request

Executive Training Needs Gamification

An Interactive Strategic Thinking Game for Business Executives



Contact: Mahesh P. Joshi President, Joshi International, Inc.
<https://www.BiggieBills.com>

EXECUTIVE SUMMARY

- Mahesh Joshi was approached by a client for whom he had provided regular seminars on strategic thinking for strategy implementation. The client asked Mahesh to gamify his one-day seminar to generate greater interest in the material. Mahesh was tasked with this challenge in September 2015 and by January 2016 he had a beta version of the game and played the game as part of his seminar that was a smashing success. Until COVID pandemic Mahesh was invited to offer the face-to-face version of the game at least three times a year.
- The innovative game met the client's requirements and went beyond in setting up the idea of strategy framework very strongly.
- The resultant product, a card game called - [BiggieBills](#) is a patented, interactive, and dynamic strategic thinking game. It is a unique tool for business executives to improve their strategic thinking skills. Senior business executives will hone their strategy formulation and strategic planning abilities. Middle managers will focus on strategy execution and management of resources. In a post-pandemic era, the game offers an onboarding process for new recruits to introduce the organizational culture and routines.



ABOUT THE CLIENT

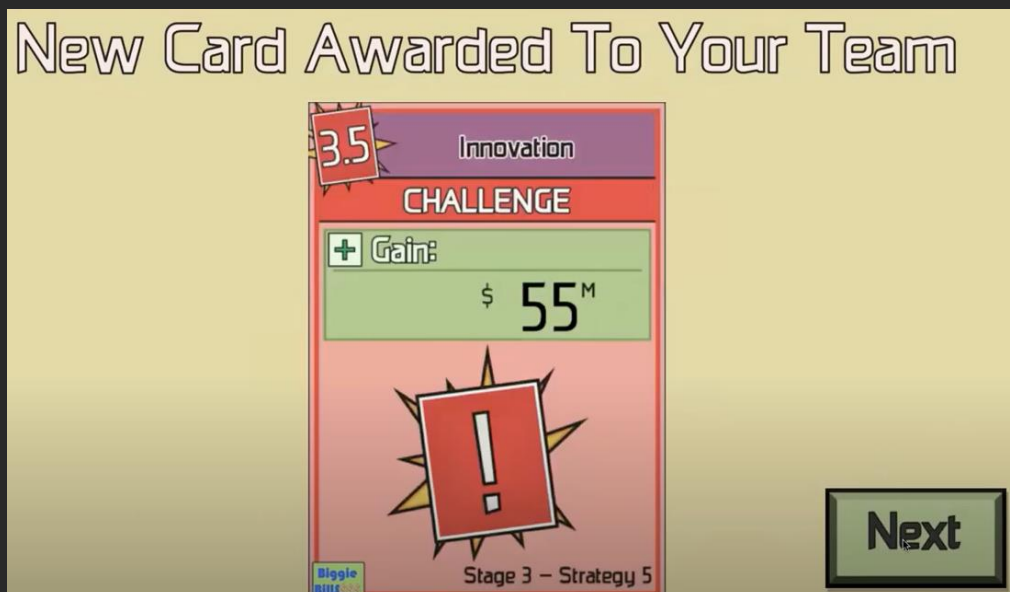
- The client was a large federal agency (sorry, no more details can be provided) that had retained Mahesh via another organization to introduce the concepts of strategy implementation for its large section of middle managers.
- Mahesh's approach to executive training has always been to customize the delivery and he had already built a few "hands on exercises" for his 8-hour seminar for this client over time.
- While they appreciated his custom approach, they challenged him to take it a few notches higher and asked him to adopt a simulation game for this seminar – (they expected him to adopt an off the shelf existing simulation game).



THE NEED



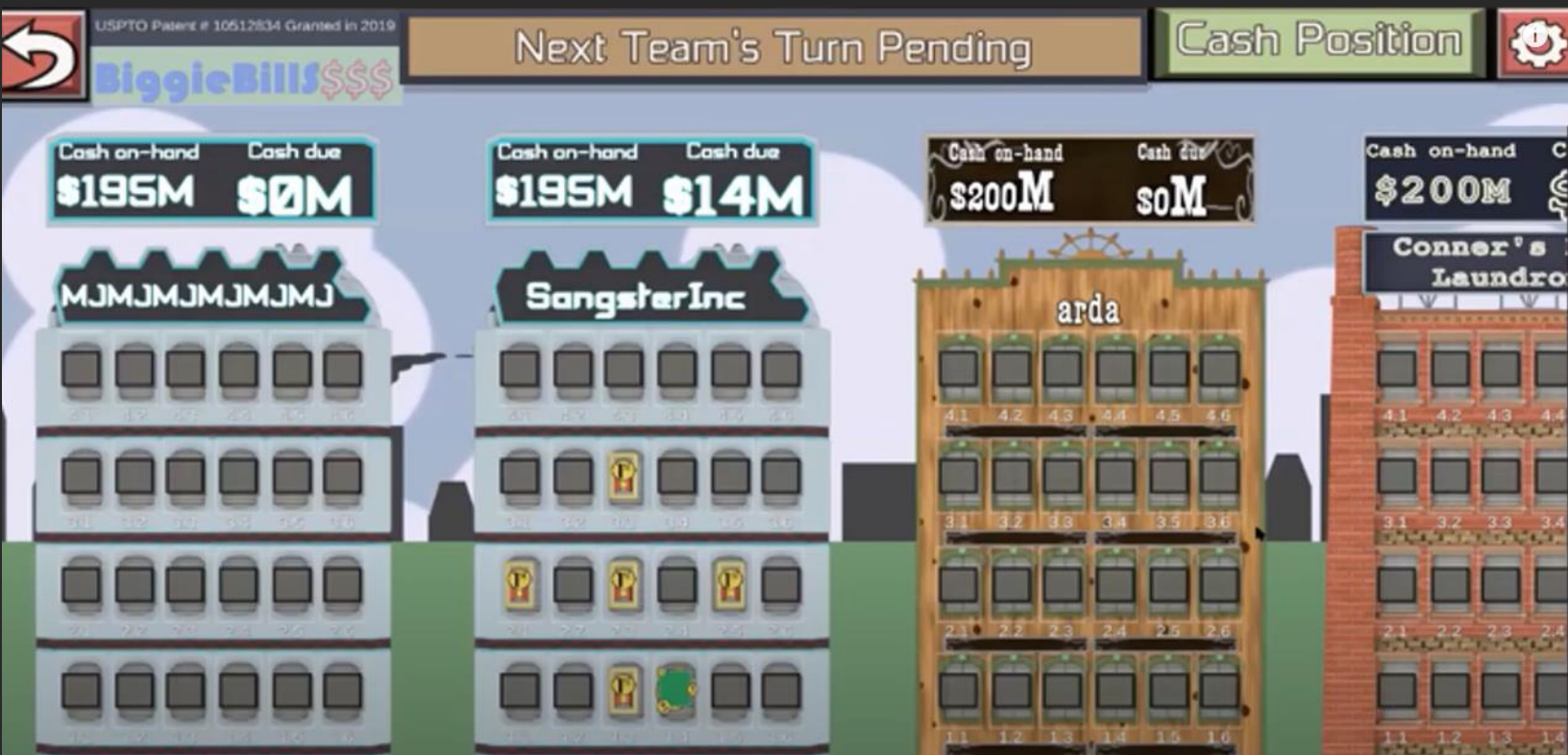
- While the delivery of the concepts of strategy implementation was on the target, the talent development manager wanted to use this delivery to increase interactions among participants after the training session was over.
- In addition, the client wanted to make sure that retention of the learning material from the one-day seminar was longer lasting.
- Their internal research led them to request for some sort of gamification of my delivery.
- If Mahesh was not able to deliver the gamification, he might have lost the contract.



THE DESIGN PROCESS

The client requested to adopt gamification and as such I did not have any alternatives. Based on the client request the following parameters for a game were developed

- The game allows for a dynamic and interactive real-time gaming experience.
- The game provides real-time feedback on team's decisions.
- The game is designed for counter offensives in real time.
- The game fosters team building.
- The game explores cutting edge Strategy Management concepts that are integrated into the post-game discussion and debrief.



THE DESIGN PROCESS

- The initial solution was delivered to the client in March 2016 as a card game that would be low-tech
- The game met all my criteria for adoption for this one-day executive training
- The Pandemic required Mahesh to convert his non-tech game into an online card
- Now the BiggieBills game is a heavily technology-based game but also offers several benefits that were not possible in the earlier version



RESULTS

“ *Biggie Bills is fun, thought-provoking, and engaging - a great way to learn by wrestling with in-depth strategic decisions in a dynamic business environment.* ”

- Claudia Escribano, Director of Creative Learning Solutions, C2 Technologies, Inc.

- In its original form (table-top card game) it was adopted by two federal agencies and several commercial clients
- Since the launch of digital version, Mahesh has been able to secure clients in the executive training sector as well as MBA strategy capstone courses
- So far 300 MBA students and three corporations have played the game

PRAISE FOR BIGGIEBILLS

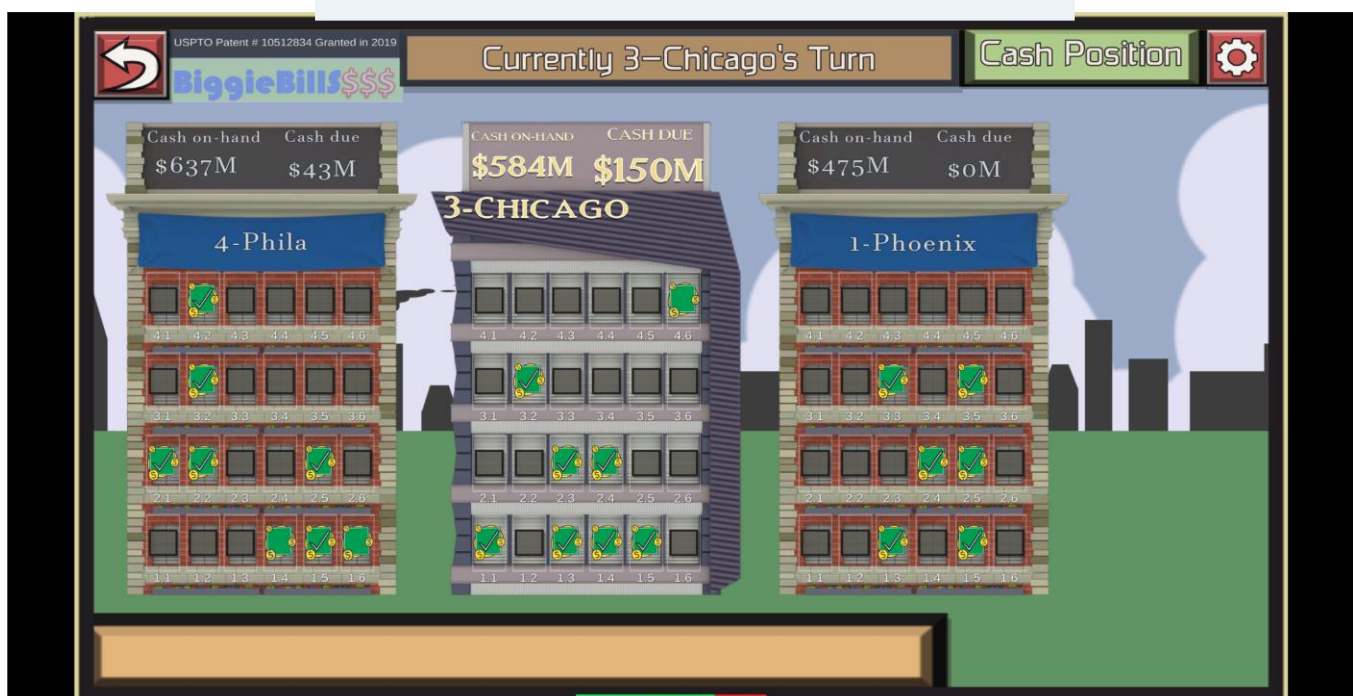


Rhonda Barton, M.B.A. • 1st

Experienced Higher Education Leader Connecting Education, Business & I...

1h • 🌐

I had the opportunity to observe the online version of BiggieBills Strategy game this morning. Fun! Challenging! Thought Provoking! The game is developed by Mason's own [Mahesh P. Joshi](#). If you are looking for a development opportunity for your team, check it out.



Muskan Bhardwaj • 2nd

Former Business Analyst intern at Bajaj Capital Ltd.

3mo ...

I really want to thank our faculty for organizing such a insightful game, we learn actual meaning of strategy, indeed this was an amazing session and great learning experience.

Like • 🌐 1 | Reply

PRAISE FOR BIGGIEBILLS



Dr. Deepak Pandit • 1st
Academic Practitioner Entrepreneur
3mo • Edited •

Had an enriching learning experience with marathon trial and final game sessions of Biggie Bills with six cohorts of 1st yr PGDM Students at Jaipuria Noida. [Mahesh P. Joshi](#) [Dr. Pragya Gupta](#) [Dr. Swati Agrawal](#) [samar sarabhai](#) [Prashant Gupta](#) [vir ratna](#) The debrief for this patented strategy game was attended by over 250 students and was great learning for these aspiring managers in Strategic Thinking [#strategygames](#) [#jaipuria](#) [#instituteofmanagement](#) [#students](#) [#education](#) Sincere thanks Dr [Dayanand Pandey](#) for full support in executing this collaboration across time zones <https://lnkd.in/defG9Mc>



142 • 72 comments

Like | Reply



Riya Singh • 2nd
Student at Jaipuria Institute of Management

3mo ...

Thanku so much [Dr. Deepak Pandit](#) sir and [Mahesh P. Joshi](#) sir for giving us this opportunity to play this game and learn about strategy application in real world scenario.

Like • 2 | Reply • 1 Reply



Mahesh P. Joshi • You
Inventor and Founder of BiggieBills - An Interactive Strateg...

3mo ...

Thanks for your positive words



MAHESH P. JOSHI

Mahesh P. Joshi is an academic, an entrepreneur and a consultant. He was the founding Director of the Center for Innovation and Entrepreneurship at the School of Business, George Mason University.

Currently he is an Associate Professor of Global Strategy and Entrepreneurship, the School of Business, George Mason University. He is also the President of Joshi International, Inc., a consulting firm that provides strategic and entrepreneurial advice to clients. As an entrepreneur, he launched his first business in 1994, and since then has been involved in more than 10 startups. Recently he has launched a new venture with a vision to improve strategic thinking across corporations through the creation of a patented and interactive digital strategic thinking system through gamification (<https://biggiebills.com/>) .

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Hosted by Monica Cornetti,
President of Sententia, Inc.
and Gamemaster of GamiCon.

Monica's guests include L&D Professionals, Adult Educators, and Platform Providers who give you tips, tools, and techniques to for your training, talent development leadership, and employee engagement toolbox.

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