



LEADERSHIP SIMULATION

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THE INNOVATION TO AN ONGOING CHALLENGE

Traditional training and development programs have not evolved for decades. Classroom-style learning, tests, assessments and the occasional role play still dominate our learning environment.

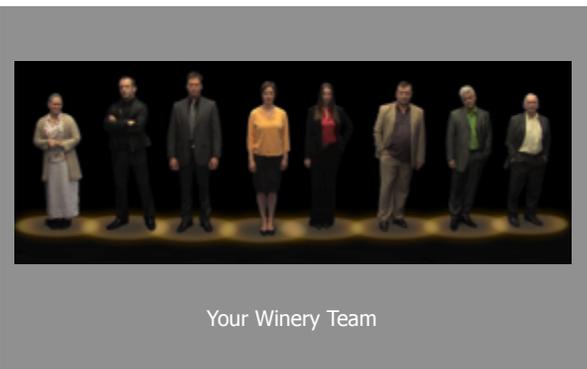
FLIGBY (**Flow Is Good Business for you**) is a new style of "edutainment" aimed at Leadership Development by way of purposeful, goal-oriented, rule-based activity that is perceived as fun. Like an online game it is a cloud-based interactive virtual environment where players struggle with some kind of opposition. FLIGBY is a video game-like learning experience with benchmark-based competency assessments and development.

Are you ready to test your leadership skills in a serious game?



Video Gaming
- The first Industry based on Flow

THE GAME



Your Winery Team

FLIGBY challenges you to prove what leader you are and can be. In the game, you are the new General Manager of a California vineyard. Your goal is to make "Turul Winery" a high performing business and a great place to work. You must navigate your way through interpersonal, organizational and business complexities - all under circumstances that any practicing or aspiring manager of a team or organization will find compellingly real.

Through balancing objectives you need to enhance the Winery's profit potential as well as paying attention to the environmental sustainability of Turul's operation.

BENEFITS OF FLIGBY

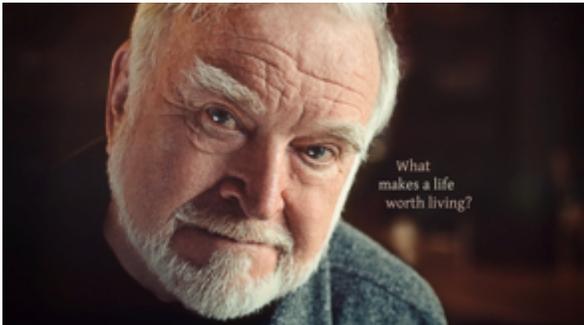
While you might win the game's prestigious "Spirit of the wine" award there are more important achievement. FLIGBY's game play assesses 29 of the most critical leadership and management competencies which have been identified by leading practitioners and scholars around the world and which are part of most mainstream assessment platforms today.

FLIGBY differs in that it provides instant feedback through multiple channels which allow the player to experience the consequences of his/her decisions immediately. More importantly, it promotes skill development through repetitive play over a period of 180 days which increases retention significantly.



THE SCIENCE BEHIND THE GAME

Prof. Csikszentmihalyi is one of the most influential thinkers and the pioneer of Positive Psychology, a scientific study of strengths and virtues that enable individuals and communities to thrive. His best-known concept is the Flow Theory "If there is Flow in your business, employees perform at their peak and work becomes a source of enjoyment and personal growth. Your company will become a place that people will look forward to being a part of." The book "Good Business" describes how Flow guides the way of conducting business that is successful and humane, focusing on how leaders, managers and employees can learn to contribute to the sum of human happiness.



Prof. Csikszentmihalyi

THE FLOW EXPERIENCE

Flow is one of eight mental states on the map, in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment. Flow, creativity, and happiness are related. Flow's relevance for Leadership is undeniable in terms of results: improved interpersonal skills, increased motivation and enhanced organizational performance.

One prerequisite of experiencing Flow is a good match between a person's skill level and the difficulty of the challenge he or she is being exposed to.

The player will experience how individuals move through the different stages and how the decision making influences the directions of these movements.



WHAT OTHERS SAY ABOUT FLIGBY



Provided by

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