



**SIM TALENT  
OVERVIEW**

CATALYST  
CONSULTING

**GAMIFICATION OF TALENT MANAGEMENT IN ACTION**

**2019**

# Gamification

**Gamification** applies the “stuff” that makes games fun and irresistible and applies this measurably into **non-game contexts**. Engaging “players” through Feedback, FUN and Friends. Darryn Van den Berg

e.g. avatars, points, badges, levels (status), leader-boards, challenges, rewards

**Game-based learning** = a type of **game** play that has defined **learning** outcomes, is designed to balance subject matter with gameplay and the ability of the player to retain, and apply subject matter to the real world e.g. board games, simulations, experiential learning challenges, amazing races etc

**HIGH TECH VS LOW TECH**

# THE BUSINESS OF GAMIFICATION

## WHAT IS GAMIFICATION?



Gamification is the use of elements of game play in non-game contexts



It provides rewards and engagement for customers

## HOW GAMIFICATION WORKS:

### 5 COMMON MECHANICS



#### POINTS

Measure a user's achievements in relation to others  
Can double as currency to exchange for rewards



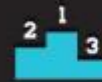
#### BADGES

Reward achievements visually



#### LEVELS

Encourage users to progress and unlock new rewards



#### LEADERBOARDS

Organise players by rank



#### CHALLENGES

Encourage engagement by offering specific tasks to complete

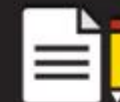
### 4 MAIN WAYS TO DRIVE ENGAGEMENT



#### ACCELERATED FEEDBACK CYCLES



#### CLEAR GOALS AND RULES OF PLAY

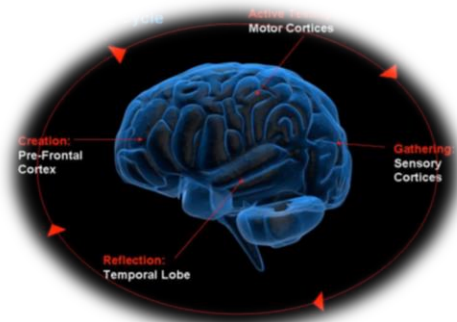


#### A COMPELLING NARRATIVE

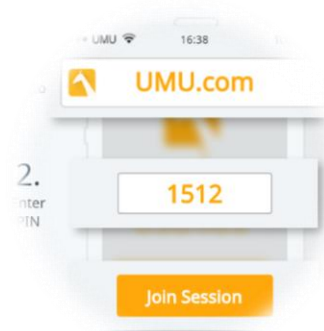


#### CHALLENGING BUT ACHIEVABLE TASKS

# Accelerating learning and change



**Neuro-learning:**  
gather, reflect, create, test



**Instant engagement:**  
ask, share, rate, respond



**Digital & social learning:**  
Social media posting, sharing,  
learning, connecting



**Collaborative-learning:**  
Share, teach, ask, explore



**Gamification of learning:**  
points, rewards, badges, prizes



**Energizers:**  
Music & activities for brain  
and body

# SimTalent video overview



# SimTalent simulation summary

- Board game
- Brings talent management to life
- Fun and interactive
- Compete in teams
- Optimise talent assessment and development choices
- Optimise talent ROI
- Several business periods
- Team member profiles
- Development plans
- Real life events
- Succession plans



# Process – year 1 & 2



## YEAR 1

- Review all profile for Team Leader and Team members
- Allocate retention risk
- Recruit a new team member from 4 additional profiles provided (internal vs external)
- What are the implications for the different choices?
- Explain your decision

- Read real life event cards and reflect on the options and choices available
- Choose one out of 3 options for each event card
- Select “probability card” for each event from facilitator
- Adjust scores according to results
- Get your year 1 score and see how you did



- Set up Individual Development Plan for Team Leader and 5 Team Members using 70:20:10 options each with their own impact on talent
- Talent Conference – review budgets (time and money) used for development
- Populate development options and allocate budget (time & money) to individuals

## YEAR 2

- “Director” leaves the board
- Succession planning for director and team leader
- Recruitment decision to replace- external or internal, implications?
- Development options for year 2 for the team members and team leader?
- Allocate your new budget of time and money?
- Get your year 2 score, add to year 1 scores and compare to other teams
- Consolidate learnings

# Why is SimTalent a highly effective learning tool?

- **“Real time“ Feedback**
  - Consequences of decisions and behaviors are experienced directly.
- **Visualization of relationships and interactions relevant for success**
  - Mapping of the complexity and interdependencies of decisions and behaviors.
- **Risk free learning**
  - “Learning by doing” without economic or personal consequences.
- **Reproducing individual business situations**
  - Illustration of a real business world in the simulation board.
- **Team working & interaction**
  - Networking and exchange of experience between the simulation teams and the members.
- **Learning in competition/ Multiplayer environment**
  - Having fun in competition with other teams.



**With our simulation your delegates are turned into managers in competing companies, taking responsibility for their employees’ development and competing for the “Highest Talent Score”. In teams they perform 2 simulation periods leading and developing teams of individuals –all varying in profile and performance! Not easy, but full of fun, in-depth insights and learning!**

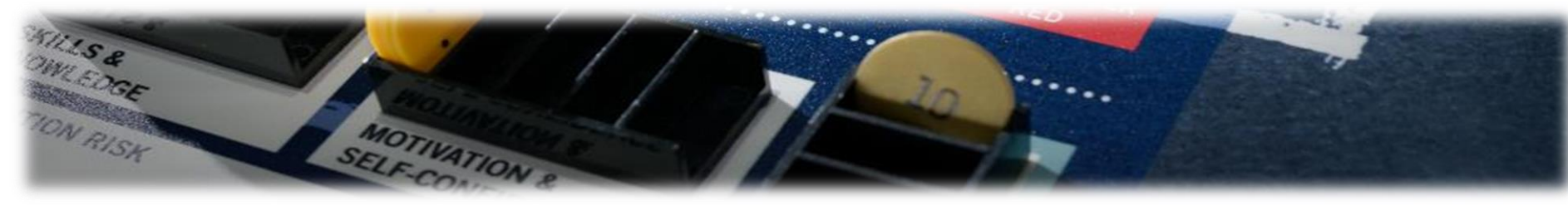
# How can SimTalent support learning?



Depending on your learning goals –as a company as well as for the individual target group –a multitude of topics can be integrated into the simulation training: This list is an extract of possible inputs that can be integrated into the simulation flow and deepened by further exercises:

- Development plans (for entire team development & individuals) & succession planning
- Distribution of tasks within the team (also supported by indicator like MBTI, DISC, etc.)
- Motivation (various motivation theories)
- Communication (Team working feedback, development, cancellation of contract, etc.)
- Team member Coaching (e.g. based on the GROW-coaching model)
- Interview techniques and definition of criteria catalogues for new hires
- Team phases and group dynamics in teams
- ..... and much, much more!

All inputs and learnings will be instantly applied to the delegates own area of responsibility and their current teams!





## SimTalent game (1/2 day)

- Workshop, including game (3,5 hrs) to bring out important aspects of managing talent (half a day)

### Costs

- R15,000 license fee
- R4,000 printing and stationery
- R30,000 1,5 day preparation and customisation, facilitation and outputs
- R2,750 admin support
- **R51,750 total (excl VAT)**

## Integrated Talent and SimTalent workshop (1 day)

- Game (3,5 hrs)
- Overview of talent process, tools and talent conversation skills
- Customised with organisation specific content

### Costs

- R15,000 license fee
- R4,000 printing and stationery (16 delegates)
- R40,000 2 days preparation and customisation, facilitation and outputs (16 delegates)
- R2,750 admin support
- **R61,750 total**

Above costing indicated for workshops with up to 16 delegates.  
More than 16 delegates requires 2 facilitators, and additional printing.

# SimTalent integrated with talent management



## Example 1 day program agenda:

Module 01	Module 02	Module 03
Strategic Imperative, framework, process and principles	Talent Tools And Development options	Talent segmentation, implementation and roles
<ul style="list-style-type: none"><li>• The perfect talent storm</li><li>• Business case for talent management</li><li>• Talent principles</li><li>• SimTalent Board game</li></ul>	<ul style="list-style-type: none"><li>• Talent segmentation and mission critical positions</li><li>• Nine box performance and potential matrix</li><li>• Role of performance management</li><li>• Talent Conversation and talent summary</li><li>• Talent potential and readiness assessment</li><li>• Talent development (70:20:10 approach)</li><li>• Succession planning</li><li>• Preparing for and holding career discussions</li><li>• Talent roles and commitment</li></ul>	<ul style="list-style-type: none"><li>• Talent metrics</li><li>• Strategic sourcing</li><li>• Talent segmentation</li><li>• Accelerated learning for potential successors</li><li>• Engagement and Retention options</li><li>• Transformation issues</li></ul>



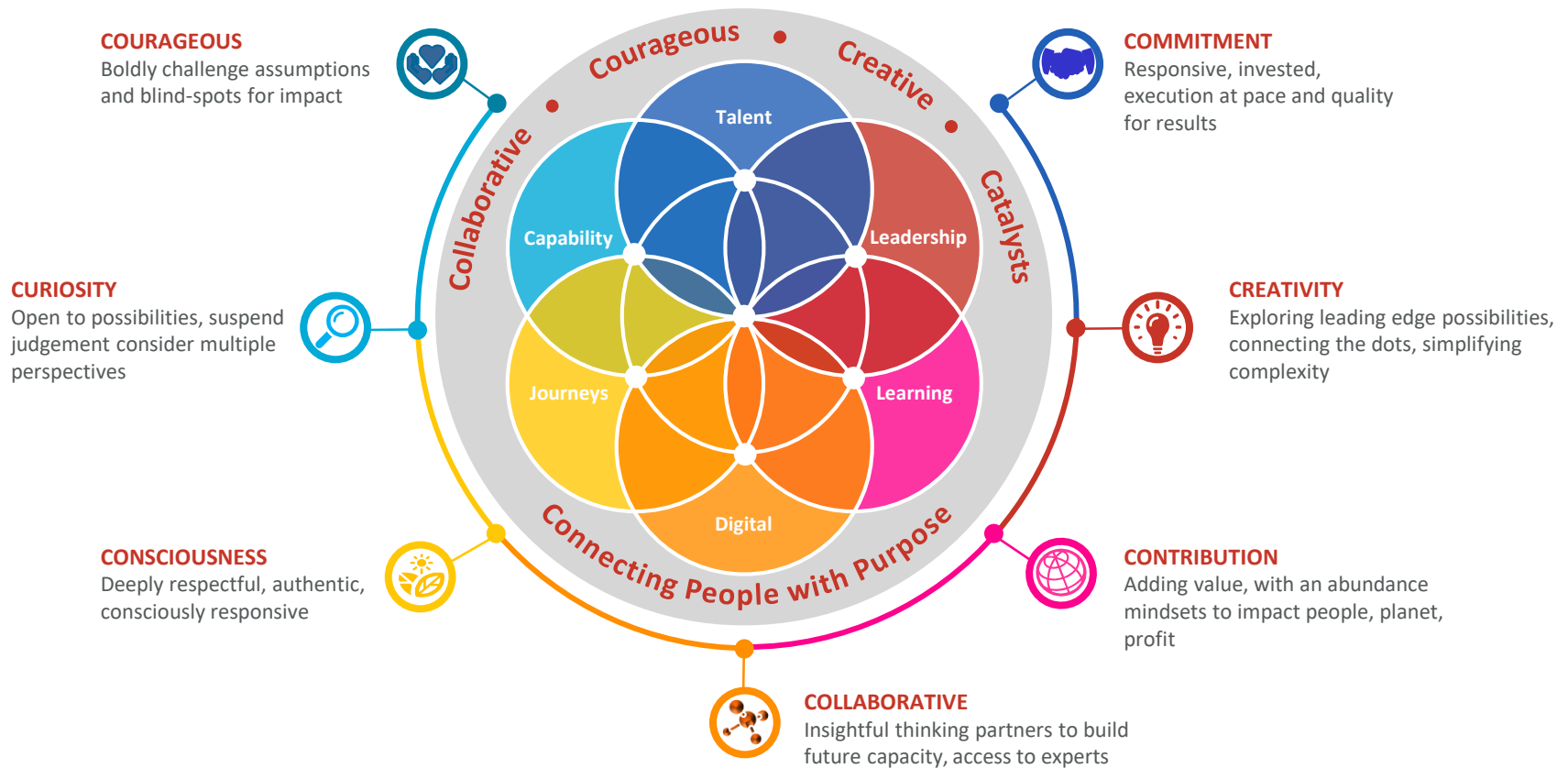
**Catalyst**

**Overview**

CATALYST  
CONSULTING

**Track Record**

As owners of our business, we live our culture. *As collaborative, courageous, creative Catalysts... connecting people with purpose*



**Catalysts: We accelerate learning and change – agile execution at pace and quality (fast, flexible, focussed, fun)**

# Our expertise



## HC CAPABILITY BUILDERS

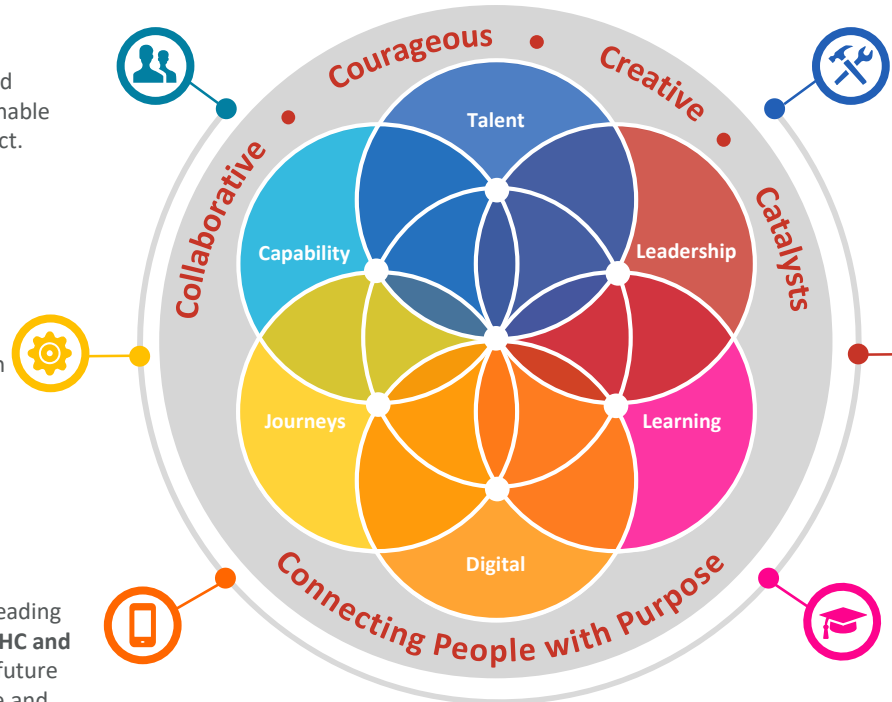
We consult with leaders to align **strategies, structures, systems** and **capability** of the HC function to enable strategic value and business impact.

## STRATEGIC CHANGE PARTNERS

We co-create and strategic change, **culture, performance** and **engagement** journeys with a whole systems approach and deep expertise in understanding people, performance, change, agility, complexity and high performance teams.

## DIGITAL COLLABORATORS

We collaborate with a variety of leading edge **digital strategists, learning, HC and gamification** providers to enable future fit, agile, digital responses, culture and capabilities for the digital age.



## TALENT MANAGEMENT EXPERTS

We co-design integrated and practical **talent and succession strategies, processes and tools** to attract, assess, engage, develop and retain current and future talent.

## LEADERSHIP CAPABILITY ENABLERS

We architect creative, customise, **future fit leadership and team development strategies, assessments, coaching and learning** options to accelerate leadership competence, succession and growth at all levels.

## LEARNING ACCELERATORS

We bring innovative **strategies, tools and learning** options to accelerate learning through a whole person, whole brain and whole systems approach – embedding **self-mastery, team mastery** and a **learning culture**.

*We partner with you on your journey of transformational change AND provide high impact events and tools as needed.*

# Our differentiators



## Our Numbers

Delivering results and value for  
**21 years**

International track record across  
**5 continents and 15+ countries**

Recognised thought leaders –  
numerous articles and  
**5 books published**

Proud history of long-term  
partnerships and collaborations

Team of deeply experienced,  
specialist resources

## Our Books

I am Talent  
I am Alive  
Accelerated Learning



### OUR PASSION

Enabling leaders and HR professionals to create high performance organisations in which people can grow and contribute in meaningful ways.



### OUR TALENT

Facilitating and stimulating people to shift mindsets, change behaviours and develop skills for real sustainable results.



### OUR TEAM

Experienced, creative and committed to partnering with clients to address complex challenges and build capacity for long-term impact.



### OUR SUCCESS

Rigorous project and change management, customised solutions, interactive, toolkit based learning and leaving a legacy of confidence and competence.



# Catalyst track record



# Our leadership and learning track record



**HEINEKEN** (2016 – 2018) [www.heineken.com](http://www.heineken.com)

Strategic Transformation Journey toward a High Performance Culture working directly with the CEO, Exco and HR team. Strategic alignment, leadership onboarding and coaching, culture transformation, high performance teams and change management.



**RAND MERCHANT BANK** (2015 – 2018) [www.rmb.co.za](http://www.rmb.co.za)

Accelerated Learning Program for potential successors. Change enablement, capacity building and team alignment for the RMB Technology Leadership Team and Corporate Banking. Culture transformation design, capacity building and project management in Business Enablement Division.



**IMPERIAL GROUP** (2015 – 2018) [www.imperial.co.za](http://www.imperial.co.za)

Co-design and implementation of talent management and development strategies for 2500 leaders. Building capacity in managing talent - SimTalent. Readiness for change. HR leadership team strategic alignment facilitation. Leadership Development on building a customer centric approach to Key Account Management.



**ABSA BARCLAYS** (2016 – current) [www.absa.co.za](http://www.absa.co.za)

Inaugural Learning and Leadership Conference – design and facilitation for 170 people. Self-leadership program for Risk Team.

**BASF** (2016 – 2017) [www.basf.co.za](http://www.basf.co.za)

Strategic leadership alignment – facilitation of strategic review and team alignment session with top 30 leaders including international group executives (with Mark Berger Training).

**JAGUAR/LANDROVER** (2017 – current) [www.jaguarlandrover.com](http://www.jaguarlandrover.com)

Strategic leadership alignment, high performance teams and leadership development of exec team and next level leaders including assessments, coaching, digital micro-learning, master classes.

**VWSA** (2011-2015) [www.vw.co.za](http://www.vw.co.za)

Leadership Development - Driving Strategic Change, 3Es of Leadership (engage, enable, empower) for Senior Leaders. High Performance Teams. Capacity Building on Personal Effectiveness, I am Talent, Decision Making, Change Management and Resilience. Accelerated Learning program for all L&D staff.

**DE BEERS GROUP** (1999-2004) [www.debeersgroup.com](http://www.debeersgroup.com)

Strategic Transformation Journey over 5 years. Global Transformational Leadership Development Program (2500 leaders across 16 countries). Building capability in HR transformation, talent management, high performance teams, change (Some in association with MAC Consulting).

**BANKSERVAFRICA** (2015 – current) [www.bankserveafrica.com](http://www.bankserveafrica.com)

Co-design of the organisational DNA and leadership behaviours followed by Self and leadership development journeys for 400 staff to embed the DNA. Assessments, Ennea, High performance Teams I am Talent, managing performance, change resilience, change management

**MASSMART GROUP** (2016 - current) [www.massmart.co.za](http://www.massmart.co.za)

Co-design and implementation of both talent management and talent development strategies for 4500 leaders. Complete reinvention of the Massmart Corporate University Leadership School. Building capacity in managing talent. Readiness for change through Licence to Learn and Lead Learning.

**GIBS** (2015 – current) [www.gibs.co.za](http://www.gibs.co.za)

Accelerated Learning for 50 program leaders. EQ in Action for a Women Leadership Program. Leading in a VUCA world (with The Coaching House).

**FOSCHINI GROUP** (2016 – 2017) [www.foschini.co.za](http://www.foschini.co.za)

Self-Leadership – I am Talent for personal and career empowerment as part of the retail academy program for 100 store managers.

**BRANDHOUSE** (2013 – 2015) [www.brandhouse.co.za](http://www.brandhouse.co.za)

Self-Leadership – I am Talent x 100. Engagement conferences – 5 themed conferences across the business for over 800 people to build engagement mind-sets with self, team, change and Brandhouse.

**LIBERTY GROUP** (2016 –current) [www.liberty.co.za](http://www.liberty.co.za)

Capacity building for performance management. Self-Leadership – I am Talent for personal and career empowerment as part of an employee engagement strategy x 500 staff.

**NEDBANK** (2017 – 2018) [www.nedbank.co.za](http://www.nedbank.co.za)

Group Learning Strategy sessions x2 and coaching of project teams.

**MMI HOLDINGS** (2018 ) [www.mmiholdings.co.za](http://www.mmiholdings.co.za)

Group Learning Strategy session and coaching of project teams

**USB-ED** (2015 – 2016) [www.usb-ed.com](http://www.usb-ed.com)

Facilitation of Accelerated Learning for program leaders. Development of a new approach to program design and delivery using Accelerated Learning framework and toolkit and socialising with staff and faculty.

**ACCENTURE** (2009-2010) [www.accenture.co.za](http://www.accenture.co.za)

Leadership Assessments, Development and Coaching for managers and senior managers. High Performance Teams Workshop for Exco and other teams





# Our leadership and learning track record



## **ARYSTA LIFE SCIENCES GROUP** (2013-14) [www.arystalifescience.com](http://www.arystalifescience.com)

Transformational Leadership assessments, development workshops, coaching for top 40 leaders in SA. Self-Leadership – I am Talent career empowerment. Facilitation of strategic review and team alignment session with top 40 leaders across Europe, Africa and Middle East.

## **ETHOS** (2013 - 2015) [www.ethos.co.za](http://www.ethos.co.za)

Design and implementation of Talent Management and Successions Strategies including the Leadership Pipeline. Succession Management for Partners and new CEO. High performance teams for Partnership Team. Leadership Brand and Competency Development. Culture Transformation and Staff Engagement sessions. Executive coaching.

## **CQS** (2014) [www.cqs.co.za](http://www.cqs.co.za)

Culture transformation design and capacity building. Leadership Brand development and leadership engagement. Staff Engagement sessions. Change resilience and mindset shift for merger with AdaptIT

## **AVENG GROUP: Duraset** (2012-2013) [www.avengman.com](http://www.avengman.com)

Strategic Transformation Journey High Performance Culture High performance teams for Duraset leadership and capacity building on project and team tools. Innovation Strategy and Capacity Building Session. Talent Management Strategy, Toolkit and Capacity Building.

## **BHP BILLITON** (2013 – 2014) [www.bhpbilliton.com](http://www.bhpbilliton.com)

Personal and leadership effectiveness journey with Supply Chain Leadership Team. Personal Transformation Process - I am Alive High Performance Teams and Leadership coaching.

## **ARMSCOR** (2016 – 2017) [www.armscor.co.za](http://www.armscor.co.za)

Change enablement, capacity building and executive team alignment for top 50 leaders in Armscor in support of the turnaround strategy (in partnership with FeverTree Consulting).

## **ENGEN** (2009 – 2013) [www.engen.co.za](http://www.engen.co.za)

Talent Management Strategy, Process, Toolkits and Capacity Building including the Leadership Pipeline.

Retention Strategy implementation in partnership with the Senior HR Leadership Team and line talent champions.

Leadership Competency Profiling, HR Capacity Building Programs.

High performance teams, Change Management toolkit and capacity building (TM in association with Accenture).

## **TONGAAT HULETT STARCH** (2011 - 2015) [www.tongaathulettstarch.co.za](http://www.tongaathulettstarch.co.za)

Strategy and culture journey to excellence. Leadership Development and Alignment of exec and senior managers. Capability building in strategy, HR Transformation, Performance, Talent and Competency Management, Change and Critical thinking and decision making.

## **BUCKMAN** (2007-2015) [www.buckman.com](http://www.buckman.com)

(Africa, SE Asia, China, USA, Mexico, Canada, S America, Europe) Strategic Transformation Journey from “Good to Great” Capability building in strategy, culture, talent, building high performance teams, strategic project management, innovation, coaching, change management and self-leadership – I am Talent. High Performance Teams for various global Leadership Teams Transformational Leadership, Leadership Renewal, Coaching for Managers Program, 3Es of leadership (engagement, enablement, empowerment),

## **TRANSNET AND TRANSNET CAPITAL PROJECTS** (2005-2012) [www.transnet.net](http://www.transnet.net)

Executive and senior leadership (100) alignment and development. Customised amazing race and board games. Talent Management strategy, tools and capacity building. Leadership Pipeline. Leadership competency standards and accelerated learning. Capability building in HR transformation, change management High Performance Teams. (some with Resolve Group)

## **ASPEN PHARMACARE** (2012-2014) [www.aspenpharmacare.com](http://www.aspenpharmacare.com)

Leadership Development – Crucial Conversations and Emotional Intelligence. High Performance Teams. Executive Coaching. HR capacity building.

## **DEVELOPMENT BANK SA** (2000-2005) [www.dbsa.org](http://www.dbsa.org)

High Performance Teams journey for DBSA Exco & HR team Change management and capacity building for Operations team Strategic Planning, engagement sessions and high performance teams for Northern Cluster. Leadership development workshop for women in business

## **NATIONAL TREASURY** (2012) [www.treasury.gov.za](http://www.treasury.gov.za)

Coaching for manager’s program. HR Capacity Building Program.

## **SERVEST, EHL, MR PRICE, SA HOME LOANS**

Self-leadership for Executive, managers and staff – I am Talent






# Contact Us

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