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## **How to select organizational leaders, boosting their competencies at the same time?**

**To achieve just that, companies turn to gamification.**

The application period for the largest global virtual business simulation game, the **Global Management Challenge (GMC)**, is under way. GMC is an annual business management competition attracting hundreds of managers, specialists and students competing for a managerial excellence trophy. It is unparalleled as a training boosting soft&hard skills as well as business awareness. Hence the growing corporate interest in this unusual venture.

The global 39th Global Management Challenge finals are barely over. **Gamification means, in other words, playing games and competing.** The Global Management Challenge (GMC) simulation include managers, specialists, graduates and students tasked with assuming roles of board members for a virtual company. For several weeks they manage the company so as to generate the best financial result on the virtual market. Corporate and student teams play at the same time, competing with one another simultaneously. Teams are split into groups competing to generate the highest financial result, with one team's decisions affecting the competitors from a given group, resulting in full interaction between the participants. Each game continues for five business decision cycles. *„I can recommend GMC to anyone interested in management and entrepreneurship, willing to try their hand at taking real business decisions. As one of the Polish GMC participants noticed, even though the game environment is developed artificially, it does not want for challenges and rules changing just as we are finally starting to think we got a grasp on what's going on. This is guaranteed to bring emotions to the table.”* – says **Karolina Zawiślak – Karolkowska, GMC Polska Project Manager.**

This year's global finals had 19 teams from nearly 20 countries participating. The contestants met in Yekaterinburg, Russia on July 5 and spent then next 2 days playing the roles of CEOs, taking strategic decisions regarding their companies. Poland was represented students from the Katowice University of Economics, scoring first in their group after the first business decision cycle. After five decisions, they finished 2nd, qualifying for the grand finale to take place the next day. There, our team competed with Russia, China, Portugal, Slovakia, Macau, Hong Kong and Côte d'Ivoire. Ultimately, students from Katowice scored 7th in the global ranking. The next, 20th

global finals will take place in Porto, Portugal. BIGRAM Personnel Consulting is responsible for the Polish finals . *„GMC showed me how difficult it is to be a manager. I used to think there were no perfect decisions out there. It turns out there are - on the verge of the impossible. When they emerge, though - they are the cornerstones to success. We managed to take two decisions like this. One made us the Polish Champions, the other helped us qualify for the finals in Russia.”* - says this year's GMC finalist, Marcin Szewczyk.

Gamification is an extremely engaging method perfect for development processes within organizations. It sets current trends in training and integration activities, as besides being an effective form of expanding knowledge and skills by players, it gives participants a lot of satisfaction. Gamification is a fun, emotionally and intellectually engaging form that also encourages the participants to compete in a healthy environment. **Sonia Zakrzewska, Employer Branding Department Manager at BIGRAM, the exclusive GMC organizer in Poland, notes that gamification gives employers a lot of opportunities in the area of HR management:** *„Well crafted gamification programs support employee growth and increase their enthusiasm on the job. They attract young talents to the company and help select the best of the best. In addition, they optimize the internal training systems and provide the employer with information on their staff biggest motivators and needs.”*

**BIGRAM is the sole Global Management Challenge representative in Poland. The company has been organizing Polish editions of the competition since 2000** - this year we will be celebrating the 20th anniversary edition. Over the 20 years of GMC presence on the Polish market, nearly 30,000 participants and 350 companies took part in the simulation - an impressive result showing how aware organizations are of the benefits brought by their involvement in the game. **The GMC simulation teaches management, collaboration and brings the teams closer together. It is also used as a recruitment tool to search for talents and enhance the brand value.** *„In a world of increasing complexity, education is starting to play an even more important role. That's why we focus on students, their activities and the Global Management Challenge. We sponsor of student teams because we believe deep inside that developing young people, helping them become leaders in an extremely demanding world of the future, has a deeper meaning.”* – notes a representative from one of the GMC partner companies in Poland. The 20th GMC anniversary finals in Poland will take place in October this year at the Warsaw Stock Exchange.

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