

# The Phoenix Project for Business

by GamingWorks

“This simulation shows how important it is to make your decisions about priority based on the VALUE that IT investments bring to the company!”

Member Board of Directors,  
Financial Organization

”

## Why this business simulation?

Many employees in a wide range of organizations around the world have participated in the Phoenix Project business simulation. This was a full day experience, with teams of 10-12 participants. More often than not we have received the same kind of feedback:

**“This is something that management and business should experience as well.”**

But, the challenge is:

*How do we get 12 managers or business people playing a simulation for one full day?*

**The Phoenix Project for Business** offers a half a day session, with teams of 5-8 participants.

This simulation will cover the key aspects of DevOps and the DevOps journey in a very structured way. It is intended for those who want, or *need* to experience:

- » What is DevOps?
- » What can DevOps bring to our organization?
- » What is the consequence for our organization?

The  
Phoenix  
Project  
Business



“

*“It’s good that we did this exercise, now I understand why my teams had so much fun and are now talking about DevOps practices and behaviors!”*

IT Manager, Logistics Organization

”

## About the simulation

The team will run a business and IT team within the company Parts Unlimited. Retail Operations will focus on the sales growth, Human Resources on the People aspects in the company and Finance will look after the financials. The IT Team (Operations and Application Development) will take care of the build, deployment and support of the (new) IT Services.

During the four round simulation, the team must deal with a growth in business demands (from Retail, Finance and HR). At the same time the IT Team must deal with issues and innovation projects to prepare Parts Unlimited for the future.

In this dynamic simulation, the teams are faced with the following challenges:

- » Visualize the work that must be done
- » Create flow and ensure traceability of the ongoing work
- » Prioritize the work to maximize business value and increase customer satisfaction
- » Guarantee compliancy to risk and compliancy regulations
- » How to prepare Parts Unlimited for the (near) future

## Set up of the simulation

The simulation consists of 4 rounds. In each round the team will experience one or more aspects of DevOps.

### Round 1

The team must organize themselves and will receive a package of work. The team will get used to the ‘new way of working’ and will experience some ‘traditional’ issues such as:

- » No shared goals
- » No shared view on ‘what to do’
- » Lack of traceability
- » Unclear flow of work

As a result, sales and financial reports could be a bit disappointing.

### Round 2 – Visualization & flow

The team will now receive a ‘tool’ to visualize the work and help enable and manage the flow of work. Work becomes visible and traceable. Also, the team starts to embed ‘the new way of working’ and experience the first results in terms of sales, costs and customer satisfaction. Some teams may have implemented Continuous Integration and Deployment and are experiencing the value of this ‘Automation’.

### Round 3 – Value Streams

In this round, the team will experience how working in Value Streams can benefit the smooth, fast and safe deployment of new features and services. They also see the direct result of Continuous Learning and Experimenting. If the team consistently applies the DevOps practices and new behaviors the results of this round will be much better than the previous round.

### Round 4 – creating value

In this last round, the team will harvest the results of their continual learning and improving. There will be smooth flow of work, visualization will enable decision making and effectively managing the work load, working in value streams will optimize

value delivered and there will be effective end-to-end collaboration. Which will, when consistently applied result in meeting the targets set at the start of the simulation.

The session will be closed with a reflection of the lessons learned and follow up actions.

## Program

This simulation can be delivered with (multiple) teams of 5-8 participants and will take max. 4 hours.

## Target audience

This simulation is specially for the following roles in an organization:

- » Management roles, both from business as IT.
- » Process Managers
- » Team Leads
- » NON IT employees

## Key elements of this simulation

- » Small Teams
- » Short program
- » DevOps awareness

## Do you recognize these issues or would you like more information?

GamingWorks BV  
de Oude Molen 1  
1184 VW Amstelveen  
Netherlands

T: +31 203053703

E: [office@gamingworks.nl](mailto:office@gamingworks.nl)

W: [www.gamingworks.nl](http://www.gamingworks.nl)

