The Phoenix Project for Business

by GamingWorks

Why this business simulation?

Many employees in many organizations have participated in the Phoenix Project business simulation. This was a full day experience, with teams of 10-12 participants. In many organizations we have received the same kind of feedback:

"This is something 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 day session, for teams of 5-8 participants.

This simulation covers the key aspects of DevOps and the DevOps journey in a very structured way. Especially for those who want to experience:
» What is DevOps?
» What can DevOps bring to my organization?
» What is the consequence for my organization?

The
Phoenix
Project

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, deployments and support of the (new) IT Services.

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

In this dynamic situation, the team must challenge the following aspects:

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

Set up of the simulation

This 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 the package of work. The team will get used to the 'new way of working' and will experience some 'traditional' issues like:

» No shared goals
» No shared view on 'what to do'
» Lack of traceability
» Unclear flow of work

As a result, the first sales and financial report, could be a bit disappointing.

Round 2 – Visualization & flow

The team will now receive a 'tool' to visualize the work and start implementing the flow of work. Work becomes visible and traceable. Also, the team gets to know the 'new way of working' and see the first results in terms of sales, costs and customer satisfaction. Some teams could have implemented Continuous Integration and Deployment and could experience the value of this 'Automation'.

Round 3 – Value Streams

In this round, the team will experience how the use of Value Streams can benefit the flow and fast and errorless deployment of new features and services. They also see the direct result of Continuous Learning and Experimenting. Probably 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 the previous actions. There will be flow, good visualization, value streams and good teamwork. Which will, hopefully 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 targeted at 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
Raadhuisplein 27a
2411 BD Bodegraven
The Netherlands

T: +31 172 615 169
E: office@gamingworks.nl
W: www.gamingworks.nl

PARTS UNLIMITED DASHBOARD