INITIATIVES

- **SEEK ADVICE**: Organise a meeting with any one member of the top management team in order to get some advice on how to approach the EIS project in the most effective manner. (2 days) ***NOTE*** – You will not actually receive advice in the feedback message; the aim is to influence the person you visit by taking the 'humble' approach.

- **PERSONAL PROFILE**: Build a personal profile on any five members of the top management team by talking informally with some junior managers. (2 days) ***NOTE*** – Each person's profile includes a qualitative description of the individual and an indication of how difficult it will be to move that individual through the four change phases.

- **TASK FORCES**: Discover which top managers are on the company's three main task forces. (1 day) ***NOTE*** – These membership lists will not change, and will remain available throughout the simulation.

- **INTERNAL MAGAZINE**: Ask the editor of the internal magazine to include a short article you write on the advantages that Executive Information Systems can bring to managers. (3 days) ***NOTE*** – This magazine is distributed to all of the top management team. The article is about the generic advantages of EIS, and does not include any company specific information.

- **DIRECTIVE**: Try to convince the CEO to send out a directive to everyone on the top management team insisting that they start using the EIS in two weeks' time. (7 days) ***NOTE*** – You spend several days writing a draft of this directive to give to the CEO.

- **COVERT LOBBYING**: Without the formal approval of the Directors concerned, suggest to a group of selected Managers that they meet the CEO to lobby for the implementation of the EIS. (8 days) ***NOTE*** – This initiative assumes that you have identified the appropriate Managers to approach, and does not require you to specify them.

- **ELECTRONIC MAIL**: Send a brief electronic mail to everyone on the top management team explaining your ideas on why an EIS makes sense for them. (1 day) ***NOTE*** – All of the top managers have an individual E-mail account.

- **MANAGEMENT TRAINING**: For five members of the top management team, organise a week long residential training programme at a nearby business school on the potential benefits of an EIS and how to actually use such a system. (5 days) ***NOTE*** – You do not attend the programme, but it takes a considerable amount of your time to plan it.

- **DIRECTORS MEETING**: Organise a special interdepartmental meeting in the main conference room with all the five directors and the CEO to share and discuss thoughts and plans for the EIS project. (3 days) ***NOTE*** – Directors are informed that they can also bring along Managers from their department.

- **WORKSHOP**: Help one of the top managers to organise and lead a demonstration and discussion session on EIS for all the top managers interested in the topic. (5 days) ***NOTE*** – This will provide the opportunity for the workshop leader to share and gather views and experiences on EIS.

- **FACE-TO-FACE MEETING**: Fix a meeting with one of the top managers in order to persuade him/her that the EIS would make sense to implement. (1 day) ***NOTE*** – The meeting will take place in the manager's office.

- **COFFEE BREAK**: Spend some time at the company bar in order to see which groups of top managers meet regularly for a coffee. (3 days) ***NOTE*** – These groups will not change, and the list will remain available throughout the simulation.

- **MEMORANDUM**: Write and send to any five of the top managers a brief memo on how some of the specific features of the EIS will improve transparency of information flows in the company. (1 day) ***NOTE*** – This is distributed in the company internal mail system.

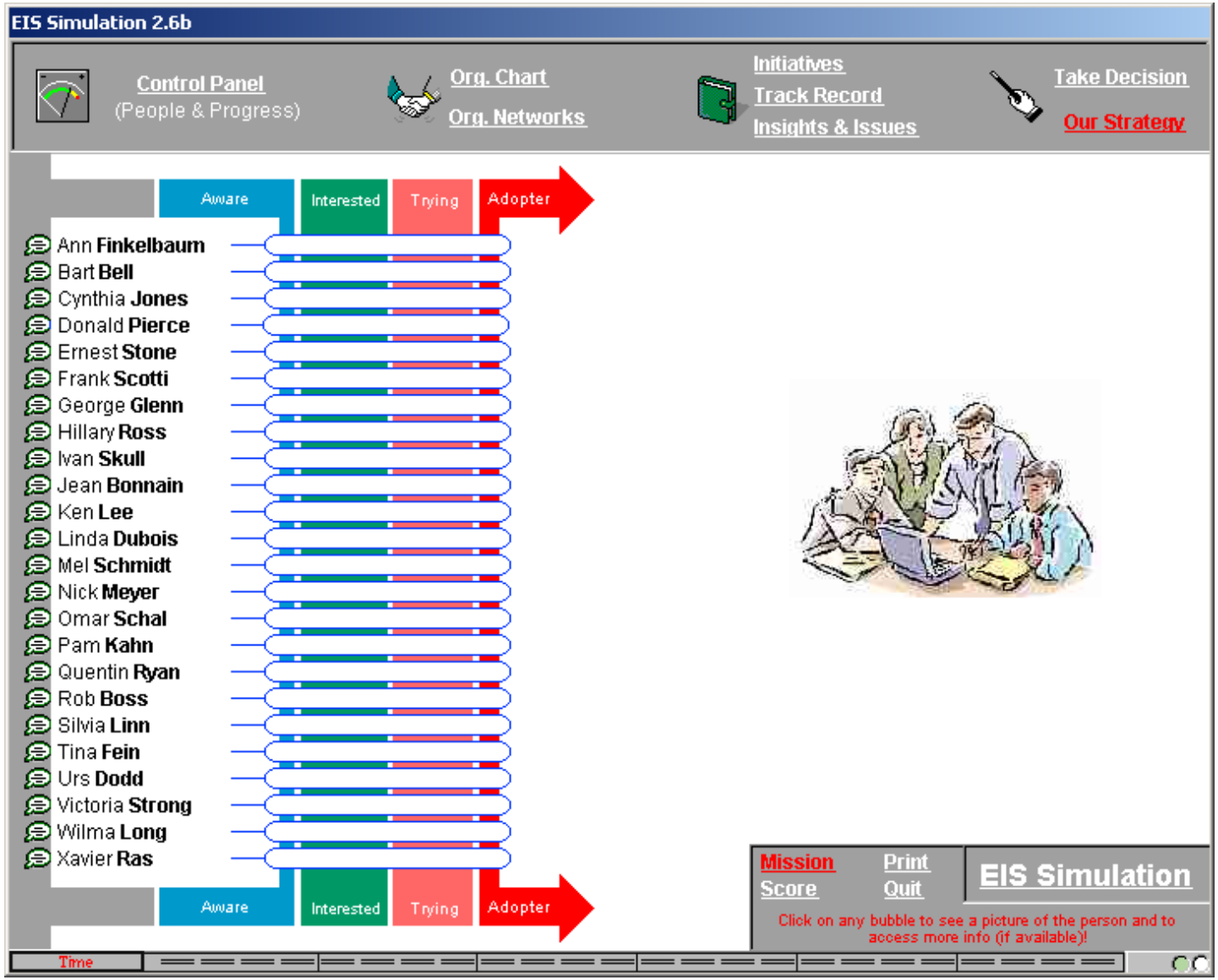
- **PILOT TEST**: Try to get commitment from one of the top managers by asking him/her to organise a two-week-long pilot test of the EIS in his/her department using current company data. (4 days) ***NOTE*** – This will involve setting up the EIS on all the department's computers and providing users with the appropriate training.

- **STAFF MEETING DISCUSSION**: Develop a slide show on the EIS, and present it during the regular weekly top managers staff meeting. (5 days) ***NOTE*** – The presentation includes potential applications of the EIS within the different departments. All members of top management are in principle expected to attend these meetings.

- **QUESTIONNAIRE**: Write and distribute to all the top managers a questionnaire aimed at assessing their current level of interest in becoming regular EIS users. (2 days) ***NOTE*** – The main objective of using this questionnaire is to demonstrate your approach to the project rather than gathering additional information.

- **EXTERNAL SPEAKER**: Organise a speaker event in which Professor Tom Petersen, an expert on Executive Information Systems, will deliver an address entitled: "EIS: Liberating Information in the Organisation". (5 days)

- **NETWORKS**: Spend some time observing or finding out which top managers go together regularly to the company health club, who is involved in the local charity campaign, and who is looking informally at environmental issues together. (5 days) ***NOTE*** – These groups will not change, and the lists will remain available throughout the simulation.


EIS Simulation 2.6b
Control Panel
(People & Progress)
Org. Chart
Org. Networks
Initiatives
Track Record
Insights & Issues
Take Decision
Our Strategy
Aware
Interested
Trying
Adopter
Ann Finkelbaum
Bart Bell
Cynthia Jones
Donald Pierce
Ernest Stone
Frank Scotti
George Glenn
Hillary Ross
Ivan Skull
Jean Bonnain
Ken Lee
Linda Dubois
Mel Schmidt
Nick Meyer
Omar Schal
Pam Kahn
Quentin Ryan
Rob Boss
Silvia Linn
Tina Fein
Urs Dodd
Victoria Strong
Wilma Long
Xavier Ras
Aware
Interested
Trying
Adopter
Mission
Score
Print
Quit
EIS Simulation
Click on any bubble to see a picture of the person and to access more info (if available)!
Time

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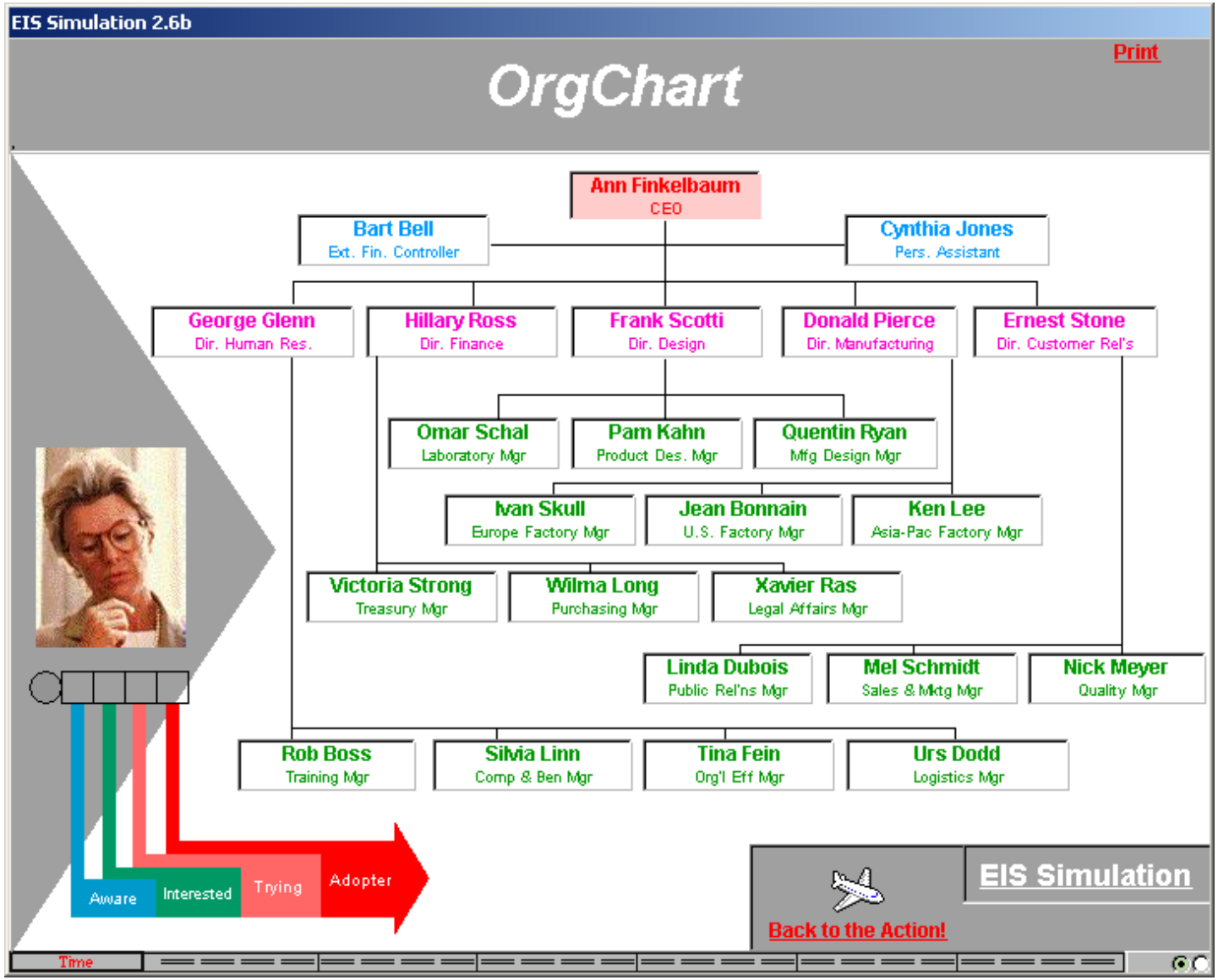


Manager Checklist

Ann Finkelbaum	CEO							
Bart Bell	External Financial Controller							
Cynthia Jones	Personal Assistant							
Donald Pierce	Director of Manufacturing							
Ernest Stone	Director of Customer Relations							
Frank Scotti	Director of Design							
George Glenn	Director of Human Resources							
Hillary Ross	Director of Finance							
Ivan Skull	Europe Factory Manager							
Jean Bonnain	U.S. Factory Manager							
Ken Lee	Asia-Pacific Factory Manager							
Linda Dubois	Public Relations Manager							
Mel Schmidt	Sales & Marketing Manager							
Nick Meyer	Quality Manager							
Omar Schal	Laboratory Manager							
Pam Kahn	Product Design Manager							
Quentin Ryan	Manufacturing Design Manager							
Rob Boss	Training Manager							
Silvia Linn	Compensation & Benefits Manager							
Tina Fein	Organisational Effectiveness Manager							
Urs Dodd	Logistics Manager							
Victoria Strong	Treasury Manager							
Wilma Long	Purchasing Manager							
Xavier Ras	Legal Affairs Manager							

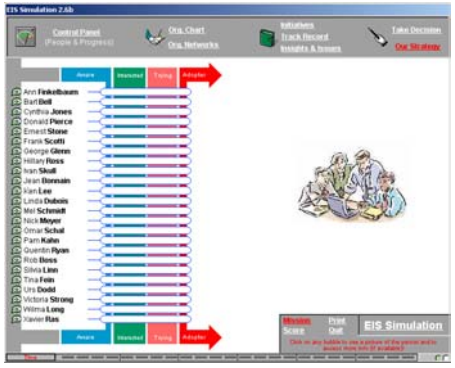
Manager & Initiative Checklist

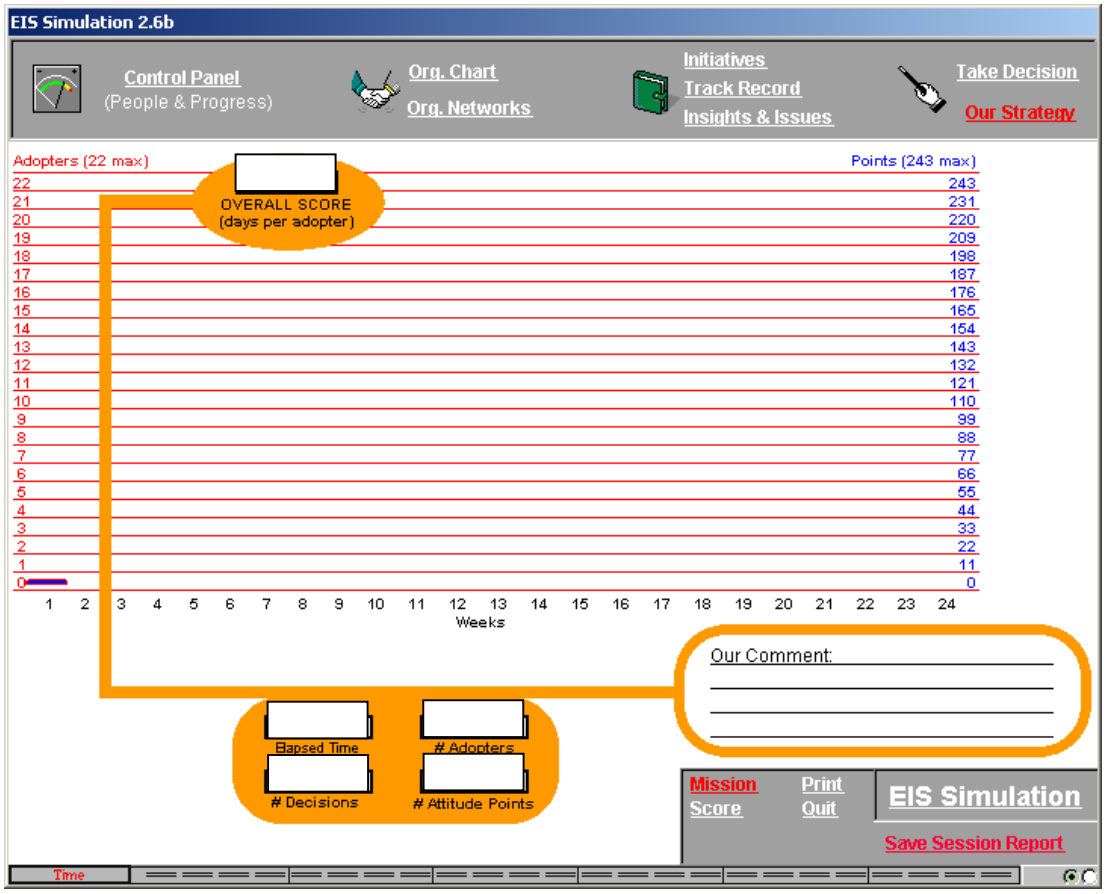
		"INDIVIDUAL" Initiatives				"GROUP" Initiatives		"INFORMATION GATHERING" Initiatives				
		Face-to-Face Meeting	Seek Advice	Work-shop	Pilot Test	Management Training	Memo randum	Personal Profile	Coffee Break	Networks	Task Forces	
Ann Finkelbaum	CEO											Covert Lobbying
Bart Bell	External Financial Controller											
Cynthia Jones	Personal Assistant											
Donald Pierce	Director of Manufacturing											Directive
Ernest Stone	Director of Customer Relations											
Frank Scotti	Director of Design											
George Glenn	Director of Human Resources											Directors Meeting
Hillary Ross	Director of Finance											
Ivan Skull	Europe Factory Manager											
Jean Bonnain	US Factory Manager											Electronic Mail
Ken Lee	Asia-Pacific Factory Manager											
Linda Dubois	Public Relations Manager											
Mel Schmidt	Sales & Marketing Manager											External Speaker
Nick Meyer	Quality Manager											
Omar Schal	Laboratory Manager											
Pam Kahn	Product Design Manager											Internal magazine
Quentin Ryan	Manufacturing Design Manager											
Rob Boss	Training Manager											
Silvia Linn	Compensation & Benefits Manager											Questionnnaire
Tina Fein	Organisational Effectiveness Manager											
Urs Dodd	Logistics Manager											
Victoria Strong	Treasurer Manager											Staff Meeting Discussion
Wilma Long	Purchasing Manager											
Xavier Ras	Legal Affairs Manager											

FROM OUR EXPERIENCE ....

DO	DON'T

Our Team




EIS Simulation 2.6b
Control Panel
(People & Progress)
Org. Chart
Org. Networks
Initiatives
Track Record
Insights & Issues
Take Decision
Our Strategy
Adopters (22 max)
Points (243 max)
OVERALL SCORE
(days per adopter)
Weeks
Our Comment:
Elapsed Time
Adopters
Decisions
Attitude Points
Mission
Score
Print
Quit
EIS Simulation
Save Session Report
Time

EIS Simulation 2.6b

Team Insights & Issues

Print

DO s ~ DONT s

Related to Strategy

Related to Tactics

Other Relevant Points

Summarize and share here the KEY POINTS from reflecting about your experience with this Mission. Share INSIGHTS (what you think you have learned) as well as ISSUES (what you'd like to understand better).

Back to the Action!

EIS Simulation

Time