

PRENDO develops advanced management simulations that model the technical, financial and in particular human aspects of organisations and complex projects. The simulations are used in assessment, learning and project start-up events, and as decision support tools.

There are 3 compelling reasons to develop and use a Prendo simulation:

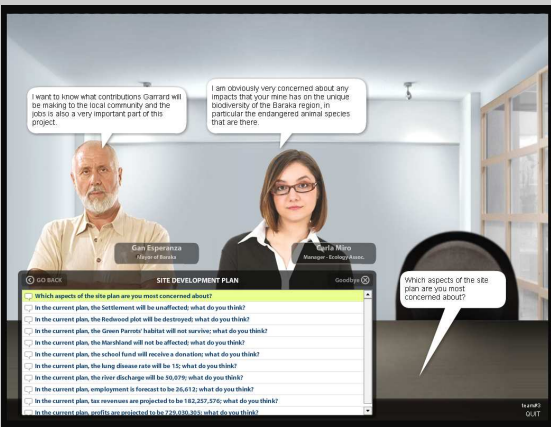
INSIGHT - the simulations provide a powerful opportunity to gather, articulate and transfer knowledge about the topic;

FORESIGHT - the simulations create opportunities to rehearse key management challenges and for project teams to perform “pre-mortems”;

EFFICIENCY - the simulations provide accelerated experiences that produce fast and effective learning in key skill areas.



Some client examples, outlining Prendo’s simulation capability:



Managing Stakeholders

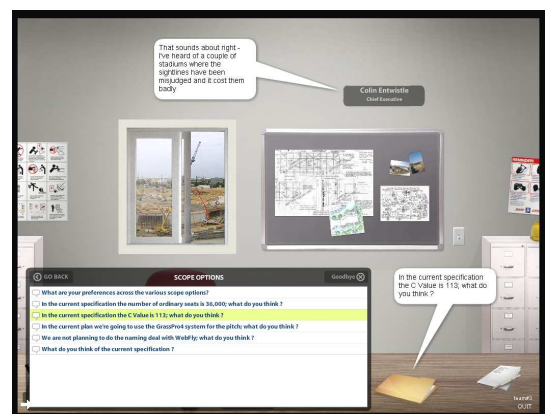
In 1998, Prendo was commissioned by Shell to develop a simulation of how Shell’s typical spectrum of stakeholders behave during a major natural resources project.

The simulation brings to life the universal leadership challenge of gaining buy-in and approval across a range of interested parties who have differing interests and motives.

The simulation has been used across many industries and also by numerous public sector organisations.

Project Leadership

Developed with the Major Projects Association, Prendo’s *Project Leadership* simulation gives participants an intense experience of managing a complex project, from planning through to operation. Teams make a series of judgements about the contract and procurement strategy, defining the scope and changes, risk and stakeholder management, scheduling and resourcing. Crucially, the simulation brings to life the importance of integrating these disciplines.





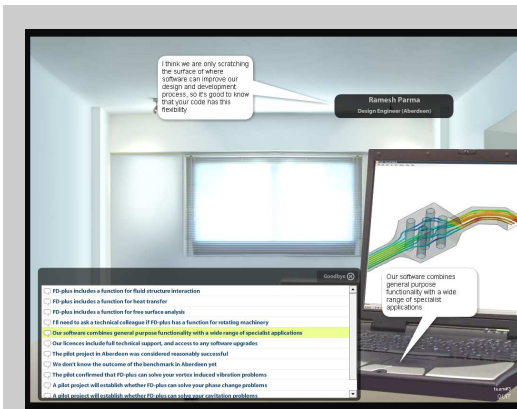
Project Control

Developed in collaboration with Cranfield, Prendo’s *Project Control* simulation gives participating teams an opportunity to practise using a range of project management tools and techniques, including: risk and stakeholder analysis, logical flow and critical path analysis, bar charts, budgeting, cashflow, resource allocation and also Earned Value (EVM). Teams have to use the techniques simultaneously and it gives them a chance to experience the difficult trade-offs and the “juggling” act that project managers usually face.

Leading Change

Prendo worked with INSEAD to develop its *Leading Change* simulation, which is set in a scenario of planning the integration of two banks that have decided to merge. The simulation gives participating teams a chance to “live” the challenges of managing an organisational change initiative. The simulation is based on a comprehensive model of why human beings react to change: a range of business, personal, emotional and ‘political’ factors.

Integration Plan	Status	Cost savings	Revenue growth	TOTAL EARNINGS	
Branch Network	Rationalised				
HR Practices	Replaced	Projected (€m)	89	-25	64
Loan Approval Processes	Replaced				
IT Systems	Linked				
% of Southern's Managers replaced	20%				
% of Southern's Employees replaced	10%				
Product Portfolio	Rationalised				
Replacements Announcement (weeks after 1st Jan)	2				
Start of implementation (weeks after 1st Jan)	4				
Implementation Period (weeks)	14				



Complex Selling

Prendo’s *Complex Selling* simulation brings to life the challenge of gaining approval from a range of different ‘buyers’ at a prospect organisation in order to achieve a sale. It also challenges participants to ensure that they create long term value for both customer and supplier organisations: i.e. that their proposal ensures a WIN-WIN.

The simulation was developed originally for an engineering software company.

Prendo’s simulations are used by many organisations and leading business schools, including:

