



Lite Interactive Wargame (LIW)

Lite Interactive Wargame to manage major regulatory and competitor changes and other market uncertainties and discontinuities



A wargame is used to battle-test strategy and develop contingent options to address alternative scenarios

Wargaming helps create a distributed view of potential stakeholder reactions



Definition

- Dynamic simulation tool for exploring complex strategic situations and partially role playing likely stakeholder actions and countermeasures

Advantages	Disadvantages
<ul style="list-style-type: none"> • Allows for many stakeholders to be involved in the strategy formulation process • Dramatically increases awareness and accuracy of stakeholder positions and their likely actions 	<ul style="list-style-type: none"> • Can be time and labour intensive • The number of scenarios and discontinuities explored is limited

Typical Consulting Firm Timeline/Steps

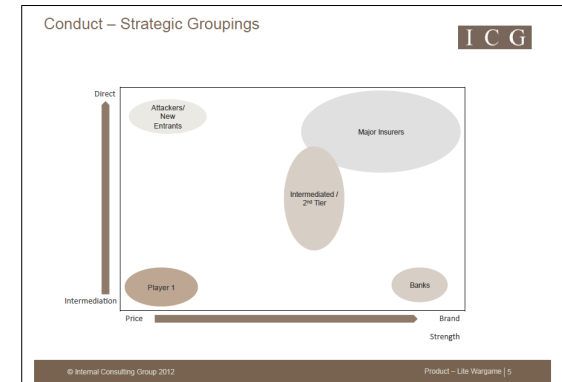
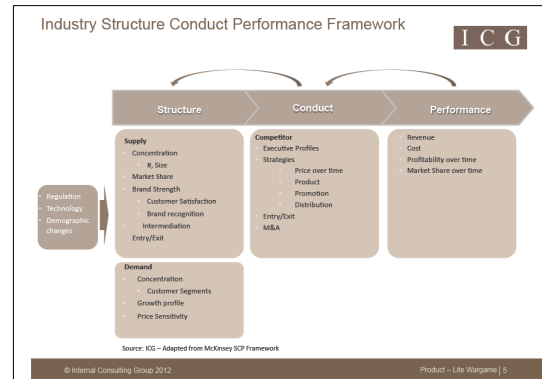


4-6 weeks | 2 weeks | Cost ~ AUD500k

ICG has developed a lite wargame model which makes a wargame much more accessible to a wide variety of business problems for \$175,000 - \$225,000

Wargame Runsheet		ICG
Steps in Game		
Briefing (packs received ahead of game)	30 Minutes	<ul style="list-style-type: none"> How the game will be played Key industry variables & scenarios Output expected from each team
Play round one of game	1 Hours	<ul style="list-style-type: none"> Develop Actions – talk to other teams and Control if relevant Document actions for feedback to broader group
Team feedback	1 Hour	<ul style="list-style-type: none"> Teams present actions to group Highlight any implications, important points etc
Break/Lunch	40 Minutes	
Control presents a scenario for what has happened over the first 6 months	15 Minutes	<ul style="list-style-type: none"> Control presents a scenario(s) for what has occurred in the first 9 months
Play round two of game	45 Minutes	<ul style="list-style-type: none"> Teams refine action plans for remaining time period Teams reflect any changes they would have made to original plans
Team feedback	45 Minutes	<ul style="list-style-type: none"> Teams present revised action plans and further reflections to group
Post event synthesis and feedback (1-2 weeks post-event)		<ul style="list-style-type: none"> Test actions and implications with profit/economic logic Synthesise actions and implications

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LIWs Lite Interactive Wargames are relevant to scenarios in any company within any industry

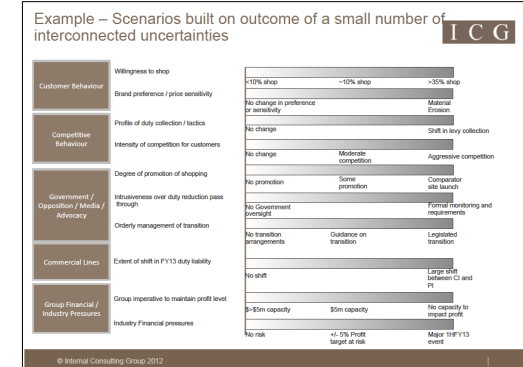
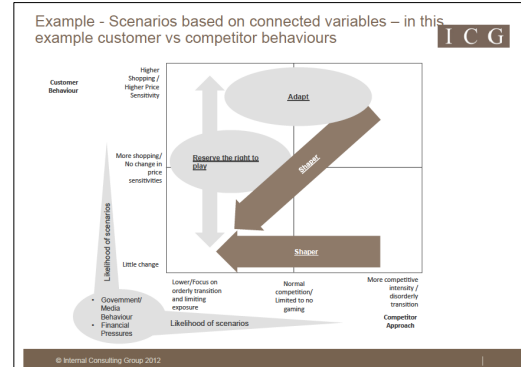
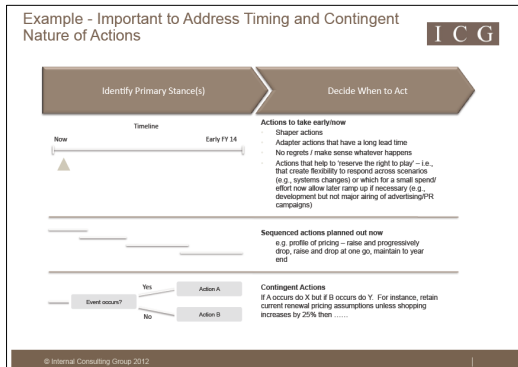
~20 days duration

AUD \$175,000-AUD \$225,000

Design, construction and execution of a Lite Interactive Wargame with client selected executives and their nominated team members

- Industry analysis and briefing packs developed
- Company specific analysis and briefing pack developed
- Scenarios built on uncertainties and their interconnectivity (eg. Customer and competitor behaviour)
- Wargame simulation/execution
- Outcomes summarised and reported.

Sample: Lite Wargame in Insurance



PRODUCT SAMPLE: Pricing Wargame in Insurance

A wargame was developed relating to an upcoming regulatory change and its impact on competition in the personal insurance market

- Analysis of regulation and current and future implementation considerations on client and competitors
- Industry analysis of major competitors, new entrants and opportunities for innovation
- Analysis of existing customer purchasing and renewal behaviours
- Scenarios developed based on customer and competitor behaviours – specifically constructed around interconnected uncertainties along major dimensions of price, product, promotion, regulation, financial considerations and different lines of business (Personal vs Commercial)
- Framework for wargame actions using both client level of proactivity and timeline for implementation as considerations
- Outcomes provided both pro-active and re-active strategic options in response to/in expectation of competitor moves and consumer responses and were quickly incorporated into their strategy.



Internal Consulting Group

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