

STRAFOGA

strategic focus game

STRAFOGA is a game based strategic tool to enhance the implementation of a strategy, a set of values or a change process.

STRAFOGA can be played by the entire organisation, a business unit or a department.

The STRAFOGA game concept will be adjusted to fit your specific focus of your strategy or changes.

Keep the strategy alive

The strategy is in place. The management group is involved and the employees need to be included in the strategy implementation. Maybe you have information meetings, posts at the intranet or in blogs, and send out e-mail. Does it work for you?

If you want to do more to make the strategy relevant and alive in your organisation, STRAFOGA is an innovative add-on to your activities.



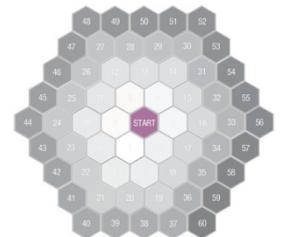
STRAFOGA builds on the heliotropic principle: "that, which we give light, we give life." Just like the sunflower turns towards the sun, we focus on that which is given attention.

A game typically spans over 3 to 12 months. It retains focus and gives a deeper understanding of a given strategy and increase the strategic effect.

Gamification increases commitment

Using gamification, the strategic implementation is spiced up with a game design that transforms plans on a piece of paper into living activities that make the entire organisation buzzing in the right strategic direction.

"Gamification is the concept of applying game-design thinking to non-game applications to make them more fun and engaging."
(Gamification wiki)



In STRAFOGA, points and game pieces create a friendly internal competition, which helps maintain commitment and focus toward the strategic focus. Serious and Fun are combined to create results.

Team based game activities are easily integrated into the daily work

In STRAFOGA departments or other natural groups in your organisation compete in a friendly manner. Working in teams creates many occasions to discuss the strategy and the actions that will make the strategy a success. This creates focused dialog and creates cohesion across the organisation. All teams participate in the game activities, that take only 5-15 minutes and can easily be incorporated in already planned department meetings or similar planned meetings.

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Web based combined with off-line creates flexibility

STRAFOGA is a web based universe. Only one of the team members needs to have internet access. The game assignments and the game board are located on a website, but the game activities take place off-line to fit the individual teams. This makes the game independent of geography and the employees' access to a computer.



You will get your own STRAFOGA game

All the teams gain access to your specific STRAFOGA game for the duration of the game.

The virtual game board can be made easily accessible through, for example, a link on your intranet.

FACTS

- Web based organisational game with off-line possibilities. Only one team member needs to have web access
- Strategic focus topics are adapted to each organisation
- A game for 20 to 1000 players. The game is played in teams
- Game duration from 3 to 12 months
- The game is integrated into the daily work, so no special arrangements are needed
- In Danish and English

A new way of thinking

STRAFOGA is targeted organisations that look for new and innovating ways of doing things. Organisations who believe in the combination of seriousness and fun to achieve commitment and results.

The game is recommended for the following:

- Strategic tool
- Get the organisation to focus on the strategy
- Debate the values
- Guiding star in the change process
- Focus on well-being and work environment
- Internal campaign tool for, for instance, corporate social responsibility and sustainability.

See how STRAFOGA can be adapted to your organisation

STRAFOGA is an acronym for Strategic Focus Game. It is developed by Learn by Interaction, a specialist in developing games for organisations.

Get started now and get strategic effect. Book a meeting and learn how the game can be adopted to your strategy and changes.

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You can read more at www.strafoga.dk.