

All the things you have to
know about..

TYCOON™



OVERVIEW OF TYCOON™

TYCOON™ is an interactive Experiential Learning tool and Real-Time Business Simulation incorporating the use of digital technology, intricately designed to inspire the minds of future leaders in organizations around the world.

This board game that fundamentally changes the way its participants play their business and life by simulating and then practicing innovative methods of entrepreneurial thinking to achieve their most vital goals. Through this experiential learning, participants travel through the game on a mission to win, while gaining skills, understandings and strategies that not only help them to achieve the goals in the game, but also to excel in their real life.

So, yes! – **It's an entrepreneur board game, a team activity, a learning workshop and a self-reflection journey!**

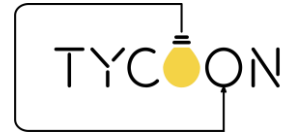
*Tell me and I forget. Teach me and I may remember. **Involve me and I LEARN!***

TYCOON™ offers participant the first-person experience with other people in a Business Simulation. Each game is set for 4-6 participants. Basically there will be a board game set and an ipad or alternative IOS device with the TYCOON APP™ installed.

When you are in game, the goal is to reach the “TYCOON” with certain criteria in 60 minutes. With the journey of a realistic of business stages including LAUNCH, GROWTH, SHAKE-OUT and MATURITY, participants must meet certain business criteria within each stage as an entrepreneur to advance to become TYCOON. In order to achieve your objective, you will have to handle different business dimensions and practice entrepreneurial skills. In a standard agenda, there will be a session of best practices sharing and discussion. Then a big twist of “**Surprise**” and an even bigger challenge before the debriefing session.



PHILOSOPHY & METHODOLOGY



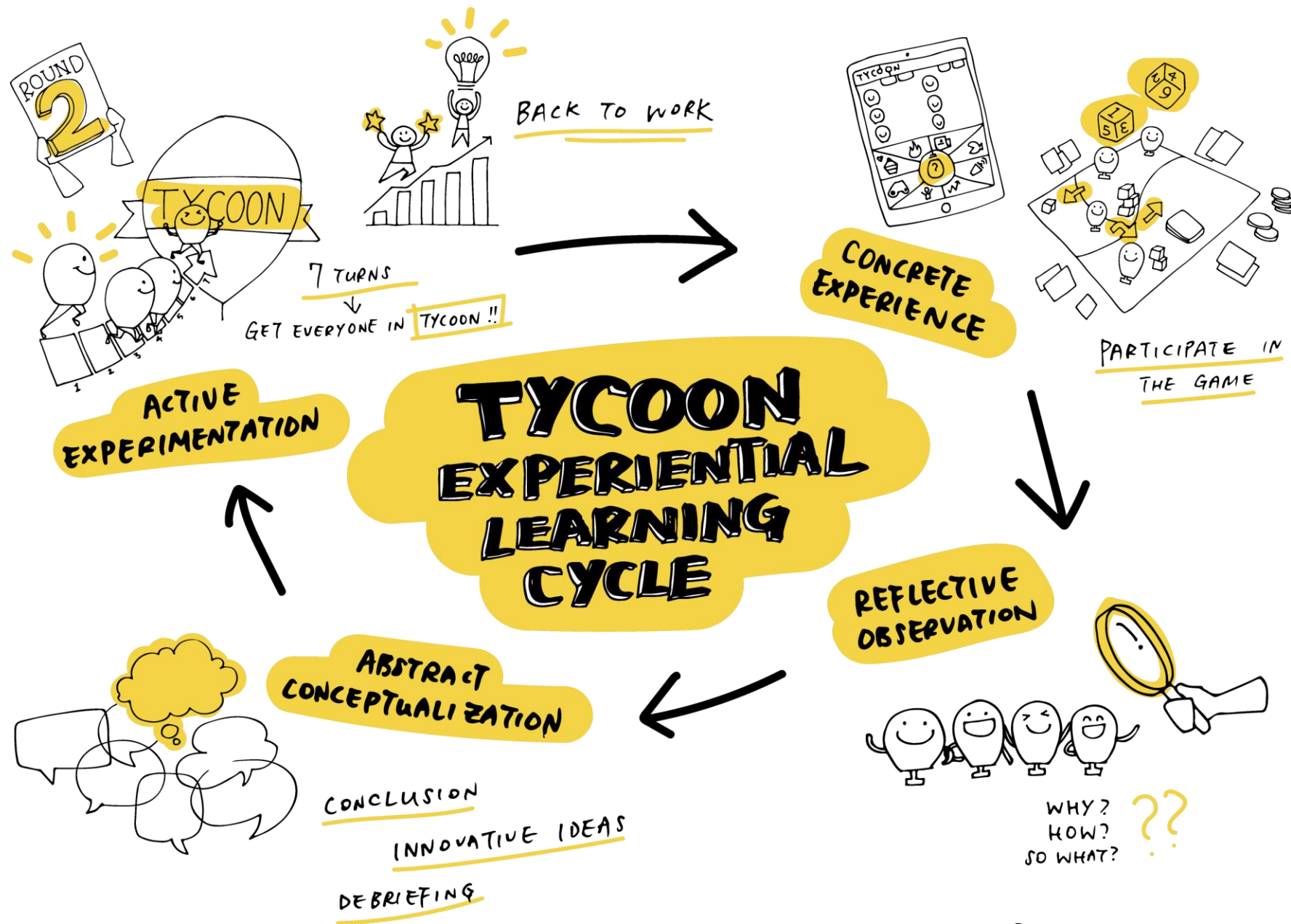
The Core Philosophy behind TYCOON™ is based on the synergy between tradition and innovation. We believe in using technology and gamified learning method to our advantage while adhering to the original pillars and values of people development.

Incorporate with the David Kolb's **Experiential Learning** model (published in 1984), TYCOON™ is concerned with the learners' internal cognitive processes. Learning involves the acquisition of abstract concepts that can be applied flexibly in a range of situations.

Here we introduce **TYCOON Experiential Learning Cycle** to help you understand how TYCOON works as a learning tool.

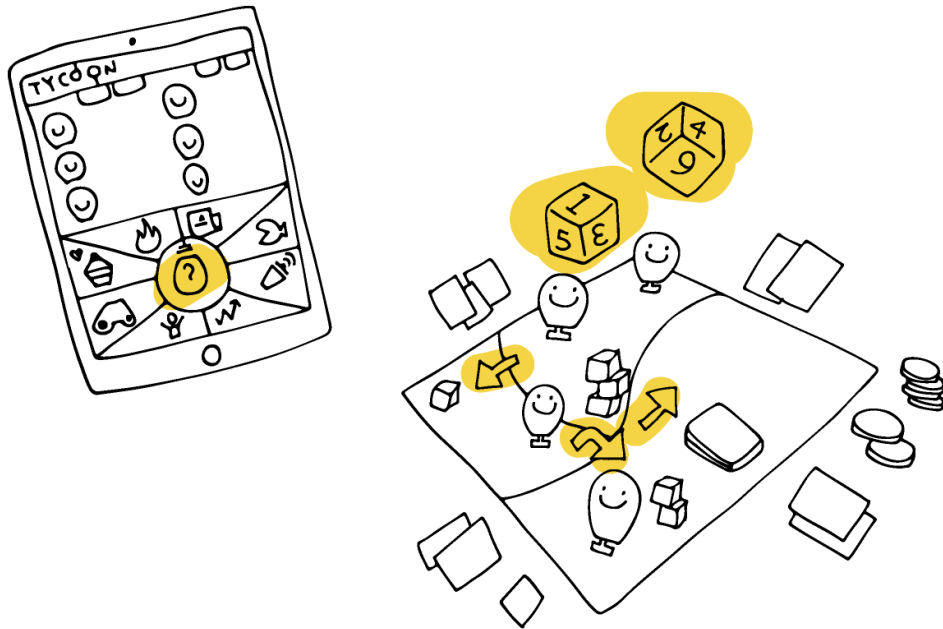


***"Learning is the process whereby knowledge is created through the transformation of experience"** (Kolb, 1984, p. 38).*



STAGE 1: CONCRETE EXPERIENCE

Nothing beats the “real thing”. There is a saying that goes; “You got to climb the mountain to know the mountain”. Although humans have the ability to simulate experiences in our mind that we have yet to receive, the real stimulus from the mountain is still missing. As it is not possible for any cyclist to forget how to ride a bicycle, it is imperative for the team to have “hands-on” experiences in order to optimize what can be learned from it.



In TYCOON, you are playing as an entrepreneur in a **team environment**.

You will have to handle **different business dimensions** and **improvise by applying practical entrepreneurial skills**, i.e. decision making, innovative mindset, agility, critical thinking and other attributes of what it takes to achieve the goal.

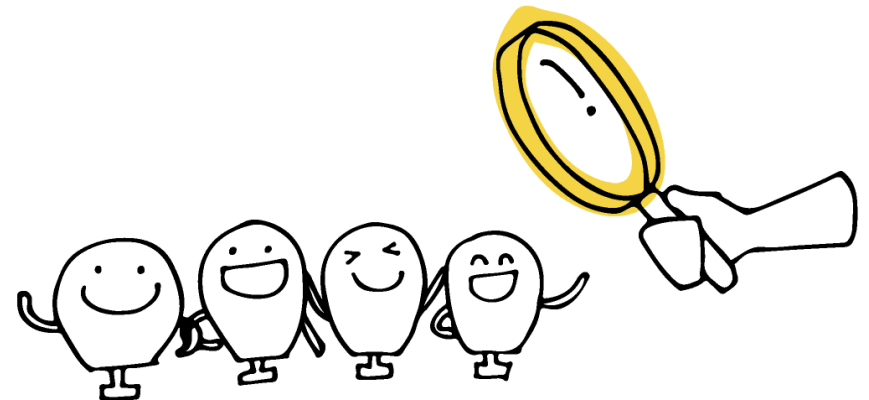
STAGE 2: REFLECTIVE OBSERVATION

The second stage in the cycle is that of reflective observation. This means taking a time-out from "doing" and stepping back from the activity and reviewing what has been done and experienced.

Reflection is part of the thinking process. By reflection, you can discover new perspectives and ideas that lead to learning, from themselves and from other people.



In our standard agenda, **a facilitated group discussion and best practice sharing** will be conducted in the middle of the whole journey after the completion of the first 60 minutes of simulation.



WHY?
HOW?
SO WHAT? ??

STAGE 3: ABSTRACT CONCEPTUALIZATION

Armed with learning through reflection, the team can form generic concepts and principles to improve their own individual styles and team environment. At this stage the team make comparisons between what they have done, reflect upon and what they already know. They may draw upon theory and ideas from others and observations or any other skills that they have developed.

CONCLUSION

INNOVATIVE IDEAS

DEBRIEFING



This is not just the end part of the mid-term discussion.

By having lots of **AHH-HA moments**, there will be an important "twist" - what if there's a second chance? You are right! There will be **a surprise and an even bigger challenge** for the team.

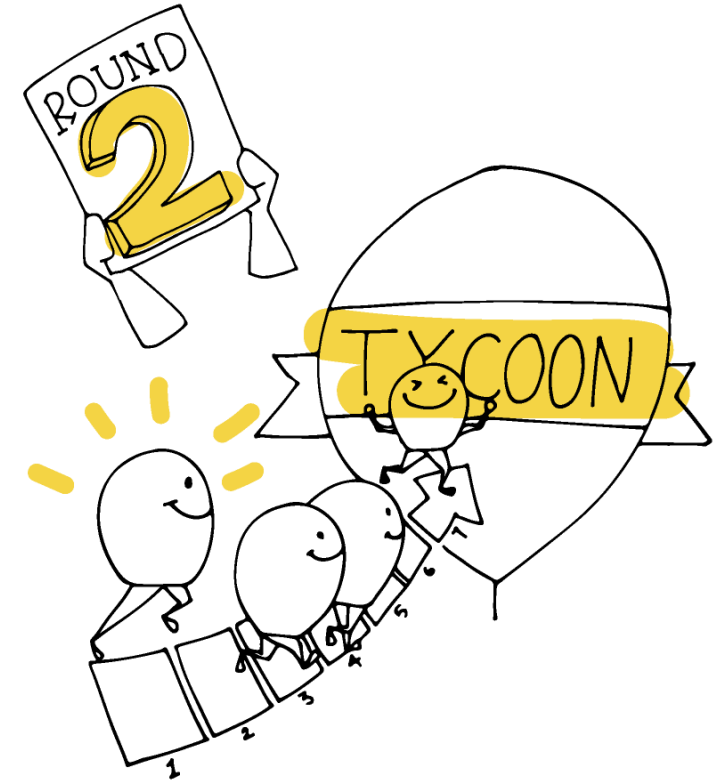
STAGE 4: ABSTRACT CONCEPTUALIZATION

The final stage of the learning cycle is when the learner considers how they are going to implement what they have learnt into practical actions. Forming the concepts and principles without applying them is meaningless, identically brilliant ideas kept in the mind is useless.

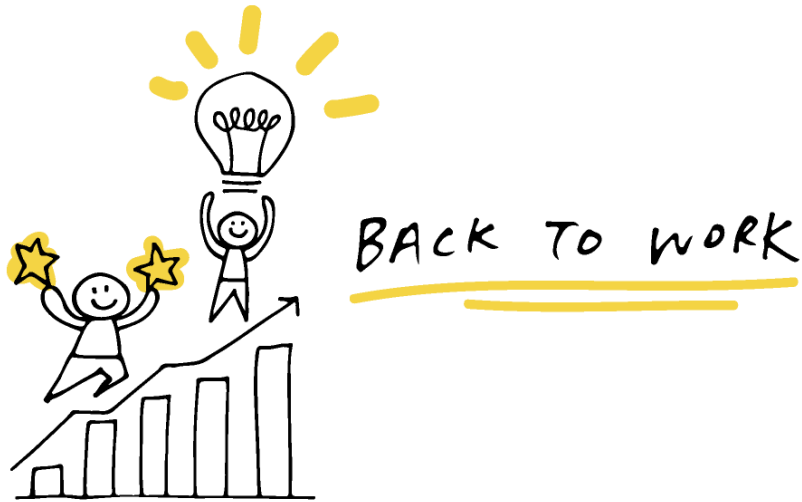
Application of the concepts and principles to new situations is indispensable to the development of the team.



In the game, our "Surprise" offers the team to have a second chance but with strident criteria, setting up a stage for the team to **test their ideas, apply the new skills they have learnt** from the previous stages into a new simulation.



LINK BACK TO WORKPLACE



WE CONCERN what you concern the most.

After the games, the facilitator links the experience back to the reality so participants understand how they can apply what they have learned to their desk. The use of metaphors from the simulation is also what makes experiential learning different from traditional training.

When all of these elements are combined, the result is a learning experience that participants are excited to engage, what was learnt is **inscribed into their minds**, and are able to **confidently apply the new skills acquired** back to their working environment. As an individual debriefing sessions, we suggest 30-60 minutes for the final debriefing; depending on the goal, objectives, format, team scale and style of delivery.

WHY TYCOON™ IS USEFUL

The logo for TYCOON features the word "TYCOON" in a bold, sans-serif font. The letter "O" is replaced by a stylized lightbulb icon, which is white with a black outline and a small black dot in the center. The logo is set against a yellow background.

Experiential learning gives participants a universal reference point and a common language they can use long after the event in order to apply the lessons learned. More importantly, you can expect them to **continue to apply their new performance optimisation skills** for the rest of their careers.

Support post-course content retention with periodic discussions about the successes and challenges that individuals have faced from whole TYCOON journey. Measuring improvements and rewarding individuals for their success are also important motivators that can help **keep up the momentum** and encourage individuals to continue to apply their new knowledge.

In conclusion, this is come to the realisation that learning can happen anywhere. It does not only take place in the traditional classroom training. Leadership development in practice today means helping people learn from their experience in different environment rather than taking them away from their work to learn the theories.



BENEFITS OF TYCOON™

- FUN and Engaging!
- Demonstrates how to apply new skills in the real world.
- Access to real-time coaching and feedback. From peers to the trainers.
- Promotion of teamwork and collaborative problem-solving.
- Instils personal conviction about the value of changing behaviours.
- Development of reflective practice habits.
- Can be applied at any level within an organisation.
- Accomplishments and ROI are obvious.



COST AND SPECIAL OFFER

- Standard rate: from HKD 900 to HKD 1,500¹ per participant.
- Minimum cost at 16² pax.
- Master Trainers³ who designed TYCOON to deliver your workshop!
- Cost covers workshop facilitation, materials (iPad and game sets)
30 minutes post-workshop consultation and debriefing customisation.

1 Actual minimum no. of participant required for each workshop is 8.

2 Cost depends on actual requirement, i.e. with venue / without venue.

3 Subject to Trainer's availability.

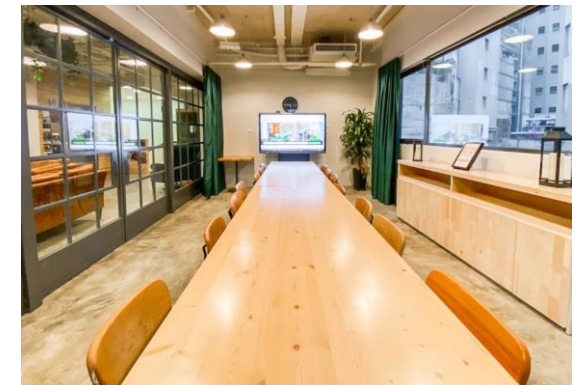
Early Bird Offer for 2020:

OFFER A) Free rental of workshop venue for small workshop at Sheung Wan

OR OFFER B) 10% OFF for the workshops in all scale.



Justwork Training Hub at Sheung Wan



betycoon.com

Powered by Justwork Hong Kong

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Reference:

Game Highlights

Unique
Challenges in Each
stages sharpening
your mind.

It's not a Private
Victory!

From Dependent to
Independent to
Interdependent.

Multi-dimensional
Thinking

Key Learning Objectives



Self-Awareness



Be Bold



Entrepreneur
Mindset



Innovative
Thinking

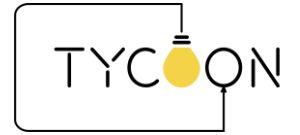


Collaborative
Problem Solving



Increase
Productivity

Reference: Standard Agenda



Activity	Time	Duration
Introduction	00:00- 00:10	10 mins
Game briefing with Q&A	00:10- 00:40	30 mins
First Game	00:40- 01:40	60 mins
Best Practices Discussion with 10-15 minutes break	01:40- 02:40	60 mins
Second Game with New Challenge	02:40- 03:10	30 mins
Debriefing	03:10- 03:40	30 mins
Extended Debriefing (Optional)	03:40- 04:00	20 mins