



# OCEO TRADE

## **TRADE MANAGER BUSINESS SIMULATION**

Nicolas Guilbert  
& Charles Moret  
June 2012

# Agenda

---

- Background & Goal
- Why game based learning?
- Learning Objectives
- Benefits



# Simulation Goal

# Background

---

Frontline employees need to better understand the high level economic business model of shipping line.


Shipping lines' agencies are also responsible for the success of a product in their area, and therefore can influence, help, or hinder the success of a given product.

A business simulation game to equip the frontline to better understand how to make profits in container business. Every business to be successful must shape or respond to its environment and it must do so as a whole organization, including its parts and subpart.

# Goal of the simulation

---

- Employees understand how to run a profitable container line
- Create a real dialogue between countries & Products on actual market situation, profit mix and network optimisation.
- Support costs reduction initiatives instead usual frontline resistance to changes to keep the optimal product for their customers
- Boost employees commitment and motivation
- Create a learning and more reactive organisation basing the simulation on real market data



Why game  
based  
learning?


# Why Games-based learning?

---

- Provide safe, simplified but meaningful environments in which learners actually apply information to develop knowledge and skills.
- E-Learning promised so much but ultimately failed to deliver engaging and effective learning experiences.
- ELearning is shallow, static content. It doesn't change or respond to how the learner uses it.
- It has zero repeat value, it is not motivational
- Computer games can be very addictive, GBL is also about harnessing the power of games to captivate people for learning purposes rather than entertainment



GBL gives learners virtual experience which they can use for real in workplace!

The background features several flowing, wavy lines in shades of light blue and white, creating a sense of movement and depth. These lines are positioned primarily in the upper and right portions of the frame, framing the central text.

# Learning Objectives



# Learning Objectives

---

- Understand shipping dynamics
- Costs variables of a network
- P&L impacts of decisions
- Understand the actual Market
- Understand how to right size the network



Understand how to run a profitable container line!



# Benefits

# The simulation benefits for employees

---

- Awareness of container shipping dynamics
- Competency testing
- Induction
- Motivational tools
- Aspirational tools
- Best practise
- Common understanding
- Performance improvement



Learning will also create a positive social environment/discussions for the employees!

# The simulation benefits for the company

---

- Financial performance improvement
- Create a learning and more reactive organisation
- Facilitate cost savings initiatives
- Induce countries to suggest deployment changes
- Common understanding
- Best practise sharing
- Facilitate agencies/head office dialogue and buy in of decisions
- Recruitment: find potential future stars for trade management

# Summary

---

- Game based training provide a fun and engaging effective learning experience.
- A trade manager simulation will ensure frontline employees understand shipping dynamics (trade specifics, network, deployment & schedules, TC market, P&L ...etc.) and thereby support network costs optimization initiatives.
- Facilitate agencies/head office dialogue
- Increase employees morale and understanding of the actual market
- Foster a more reactive company with basic trade mng knowledge of employees.



Make sure the entire organisation is pushing as a whole towards restoration of profitability !

[New](#)[Save](#)[Load](#)[Options](#)[Forum](#)[Quit](#)