GAME AND TEAM BASED LEARNING
CASE STUDY #1: FINANCE

Instead of putting participants to sleep with lectures and endless PowerPoint slides, PCI built our Finance course around a digital game modelling a startup business. With everyone fully remote (safely at home), the instructor reviews 3 key finance reports (Profit & Loss, Balance Sheet and Cash flow) plus key ratios and metrics. Then, participants break out in virtual teams of 3-4 participants.

Instead of reading company annual reports, they access a team copy of the simulated business with blank financial reports. They MAKE DECISIONS to start up the simulated business selling a new tech system. Along with initial capital from corporate, participants then decide to borrow money from the bank – short

term or long term – paying different interest rates. Orders start to arrive, and each team must choose a business strategy (1) go for market share, (2) pick of most profitable clients only, or (3) maximize revenues. They set prices to achieve their strategy and even sell service contracts. They must then order equipment, materials, and hire staff. One month of decisions pass in 5 minutes and they see on shared screen their results; sales, costs, and profits. Teams rejoin the whole class in the main virtual training room and share results. Winners gloat, everyone has fun and ALL learn how to grow a business in an engaging and hands on learning method.

CASE STUDY #1: FINANCE

In May 18-19, 2020 and again in May 23-24, 2021, PCI ran a full remote FINANCE training session for SEO USA with 27 finance interns spread over 3 time zones. What was originally an 8-hour classroom course with everyone in one room had to be restructured to accommodate all participants being remote and in 3 different time zones due to the COVID-19 pandemic. In the end, the course was done in two 3.5-hour online sessions with everyone safely at home.

ELEARNING AND VIDEOS WERE RULED OUT - found to not be engaging and worst still, they permit participants to ONLY watch. With just videos, participants wouldn't have the chance to actually practice skills and tools and wouldn't get any feedback on how well they applied the learning.

PCI then put our FINANCE FOUNDATIONS simulated project game online. The instructor lectured in FULL REMOTE, gave assignments and answered questions. Participants went into ONLINE breakout rooms to work in teams of 3-4 participants to complete their assignments on the game. With screen share, they made decisions as a remote team to apply their finance learnings and grow the simulated business on the game. One month of project decisions passed in 5 minutes. Participants saw on screen what worked and what failed. Each team took what worked to report out TO ALL THE OTHER TEAMS ONLINE. They shared results and multiplied the learning experience.

SEO USA

27 PARTICIPANTS

3 DIFFERENT TIME ZONES

FULLY REMOTE

AVERAGE TIME WELL SPENT: 83.3%