

### SPECIAL INTEREST ARTICLES

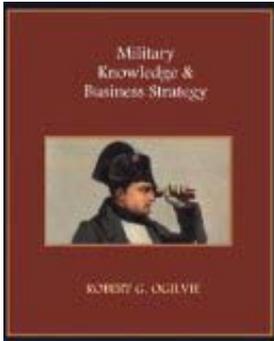
- Introduction
- New Format
- Reading tips
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## Welcome on Board

Welcome to the third Missive of the MFIB Group - Military Formats in Business. MFIB is fully dedicated to 'Turning Strategy into Action'. In this newsletter we would like to inform you on recent developments, cases and results in applying military formats in business. Any questions, suggestions or desire to contact, please contact us [info@mfib.nl](mailto:info@mfib.nl).

## MFIB Team Training is Hot

- Turning strategy into action in a successful way requires a sound strategy and a well motivated team under the guidance of a capable leader.
- MFIB therefore offers extensive and in depth team-building and leadership development programs.
- The MFIB team-building and leadership development programs are always based on true and relevant business cases, as we believe that an integrated approach, focussed on strategy, team and leadership, results in the highest return on investment.
- MFIB operators design and construct relevant and unique interventions that help guide participants to grow in their leadership journey.
- MFIB can advise on unique training locations that suit best for the type of programme required, ranging from hotels and farms to mansions surrounded by parks – and, if required, former military camp grounds.



**Must read:**  
**“Military Knowledge & Business Strategy”**  
**by Robert Ogilvie**

CEO's, directors, managers, executives, and those in charge of devising strategy and marketing campaigns constantly seek new concepts and inspiring examples to guide them in conceiving their strategies. The purpose of these strategies and the decision-making involved is to map out successful paths towards the future, ever changing as it is. It is a matter of responding to expected and unexpected challenges, estimating the degree of risk involved, creating new opportunities and, above all, gaining and maintaining an advantage over one's competitors. In this book the art of war is studied, an art that can deliver many fruitful ideas to the modern business manager, the more so because of the efficiency with which a "military manager" must operate if he is to cope with the tremendous pressures of war and the battlefield.



**MFIB: Rutger van der Lee**

**“The power of collective intelligence”**

For me, one of the most fascinating aspects of putting strategy into action, is the power of collective intelligence. Too often in my business practice I see sound strategies fail due to a lack of understanding, involvement and commitment of the people in the field. Getting professionals from different disciplines of the organization to think through possible ‘courses of action’ not only generates amazing outcome, it also enhances the collective commitment and drive to get the job done. The MFIB war-game approach not only generates focused results in terms of business objectives, it also creates an energizing ‘one team, one fight’ mentality.

## SUN TZU SAYS

*“Speed is the essence of war. Take advantage of the enemy’s unpreparedness; travel by unexpected routes and strike him where he has taken no precautions.”*

## Recent MFIB games

### EU telecom company

In a multinational setting, MFIB runs a three day program to grow future corporate leaders. The program is centered around a real-life business case. The participants are asked to develop an entry strategy for a target market, while at the same time being trained in essential functional and emotional leadership skills. Renowned guest speakers are used to address specific topics, while the overall coordination is managed by MFIB.



## Game Design Course

From September to December 2010, the first course on Game Design for professionals took place at Delft University. A group of 25 highly motivated ‘students’ went to the faculty of Technology, Policy & Management every Wednesday to get the latest insights on ‘serious gaming’ and to design a prototype of an ‘applied game’.

MFIB Hans Steensma was a participant and co-developed a game for the Dutch Police Academy on the subject of mental resilience for police officers. Dr. Igor Mayer: “we have organized this course already for 7 years for our regular Master students; this year the request from the market was so strong, that we set up the course for professionals. The use of serious games as tools for interventions is booming business. I am happy to give more information: mail to: [i.s.mayer@tudelft.nl](mailto:i.s.mayer@tudelft.nl).”

## Hidden Secret: Red Teaming

One of the powerful formats we use in our games is ‘red teaming’. In military speak, the term describes the attempt to view war scenarios through the eyes of an intelligent adversary. Intellectually and culturally smart, red teams will add value to concept development, experimentation, wargaming, orders, and plans. In business, red team assessments are a tool that is used to identify critical vulnerabilities; understand threat; deliver effective and secure components, systems, and plans; and consider alternative strategies and courses of action. Moreover, it is great fun to ‘attack’ your own company’s plans within the framework of the game. It has proven to be a mind-provoking tool that delivers great insight in what the competition might do.

## MFIB GROUP

The MFIB group offers business war games, consultancy and teambuilding reflecting military formats

## CONTACT US

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## Links

<http://blogs.hbr.org/frontline-leadership/>

<http://educa.nl/8901/offensief-hr-optreden>

<http://cps.tbm.tudelft.nl/>

[www.mipapo.nl](http://www.mipapo.nl)

## Upcoming events

### December 2010

Exploiting the game format in order to stress test the security plan of a large company

### Spring 2011

Special guest lecture on „Elicitation” in co-creation with one of our clients by moderator from Malaysia. Details via personal invitation.

### Q1 2011

Introducing the format of ‘train while you fight’

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