

the origins

What makes a successful company tick? While there are many different types of businesses around the world, there are some things any good company needs to get right to be successful. These are generally classified around the four elements of: External Structure (clients, networks, suppliers etc), Internal Structures (tools & processes, culture, IP etc), Human Capital (knowledge, skills, attitudes, etc) and Financials.

These are what Buurra™ has been designed to showcase! Buurra™ simulates these by adopting a business model of a project-driven, people-intensive, knowledge-based company working in global markets where it is exposed to intense competition. It is a company high on expertise and R&D, where production is mostly intangible and not physical.

Previously these knowledge-based concepts were the domain of knowledge-based businesses such as IT or consulting firms, but no longer! Traditional manufacturing companies are also applying strategies based on knowledge-based thinking to deal with image management, knowledge-worker effectiveness, project-organisation and cross-country collaboration. Thus Buurra™ is equally relevant to all industry sectors.

Buurra™ is the third version of TangoNet™, the computer-based simulation based on the concepts developed by Professor Karl-Erik Sveiby from his findings about what makes fast-growing, knowledge-based organisations successful.

The concepts were first incorporated in the highly successful board simulation Tango™ launched in 1994 in collaboration with Celemi. Some 60,000 managers worldwide have had a Tango™ experience to date.

why the name “Buurra”?

“Buurra” is an Aboriginal word which describes an initiation ground or initiation ceremony. A big buurra brought together Aboriginal people from many different countries with the purpose to learn from each other. It could be likened to a “knowledge fair” where people learned the know how considered critical for sustaining their societies.

We value and respect the learning that the Nhunnggabarra people have provided to us and thank them for granting permission to use the name “buurra”.

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putting your business into 3rd generation simulations

buurra™: a new 3rd generation electronic simulation tool

welcome to buurra

The latest generation of online business simulation programs that move you out of the classroom and into simulated reality.



Fast, Flexible, Fun!

In traditional online courses, learning soft-skills online is generally done using pre-determined scenario based simulations which force the learner to make selections from pre-determined decisions.

buurra™ is open with no pre determined scenarios. Decisions can be made - or not made; as in real-life the simulated life of competitors, customers and people doesn't stop.

Learning becomes fastpaced, competitive, fun and highly addictive. People want to use it and can see its worth. The system is graphically pleasing, well designed, easy to use and very interactive .

interactive, innovative, & informative

In traditional online courses the learner interacts with other learners as "fellow students" in a simulated school class.

In Buurra the learners interact as "colleagues" in a leadership team. They take on the role of one of five members of a virtual leadership team to run a simulated company making decisions about strategy, positioning, recruitment, client canvassing, projects, R&D, joint ventures and even merger and acquisitions.

For their interaction and decision making they may use any online communication they would use in real working life, such as audio, video, email, phones, chats - and even a virtual classroom.

learning situations

Buurra is highly effective in many learning situations:

As an introduction to new recruits

For example, a customised Buurra is an entertaining way to introduce newcomers to the employees in the company, the customers, the markets, even the jargon and the reporting systems.

As a teaser for learning

For instance a Buurra competition with participants from the whole company will raise the profile of learning as fun – not only cost effective.

As a module in other courses either stand-alone or integrated

Say that you are rolling out a profit-improvement project, Buurra can be customised to simulate the project and its effects and the learners can experience the implementation and the effects of the project in a business environment.

As a module in face-to-face class-room management training

Buurra blends well with face-to-face management development courses; it can be used as a primer, or integrated with the lectures; to "practice" key-points and what-ifs or as post-course follow-up; even as a fun reunion competition online for alumnae. As a support for developing strategies. Buurra can be customised to allow managers to develop and test strategic decisions before actually implementing them. In this way participants can see the expected impact on the business, market and competitors.



“If it can happen
in reality...it can
happen in buurra™”

features

buurra™ has many customisable features, and can be customised to reflect real-life scenarios, effects of different strategies, market and real competitors' behaviours.

The simulation of highly complex corporate structures, such as globalisation and management of subsidiaries, take-overs and joint ventures and different customer behaviours on different markets are also possible.

growing with the learner

A new recruit would be exposed to the basic version of buurra™, and as he/she works through an organisation, they will receive skills training with different modules to suit their needs and roles.

Their first experience of buurra™ might be using a small version that helps them to understand how projects are managed and reported. As they take on larger roles, they can play a much more aggressive and detailed simulation which gives them different skills. If they reached upper management level, they might then take part in highly customised simulation scenarios which are being used to test strategic decisions or directions for their company.

Customisation to reflect your culture, is also possible: branding, wording, reporting, learning theories, leadership issues, employee career patterns and behaviours of leaders and different types of people can be reflected in the tool.

It is the only business simulation to feature the option to integrate psychological personality type inventories, such as Myers-Briggs.

Creation of current or planned internal projects, testing their outcomes, introducing them, or as part of a corporate-wide rollout programme can also be simulated within the program.

You can manage your own system, adding and editing players, choosing game settings to meet your needs. Learning outcomes are enhanced by allowing coaches to facilitate through game sessions. Players and coaches can take action in real-time. Coaches can see and act within game simulations and influence those games.

buurra™ allows multiple players to represent a company and shows them different sets of information. buurra™ allows spectators to watch a game to see how training is going or to view the outcome of a specialised strategic business simulation.