

# Company strategy communication with *News Desk* theme

**Game goal:** To familiarize employees with the new company strategy

**Storyline:** The CompanyNEWS broadcast is about to begin but all the news material has disappeared. The news team urgently needs your help to recompile the News broadcast. Your goal is to create a news broadcast by completing the game tasks.

**Structure:** Tasks are related to the company strategy. For example:

- Weather (“analyse company climate”)
- Financial news (“critical numbers”)
- News from abroad (“competitors”)
- Sports (“game strategy for Q1”)


*The preconfigured game and the gameboard is included in our annual SaaS contract.*



# Examples of game template tasks – all modifiable

## 2. Weather

**Exercise type: Multichoice**  
Maximum points: 50



First, please prepare a weather forecast. What is your company climate?

**Discuss with your team: how has it felt to apply the strategic cornerstone number 1 (Customer first) into practise.**


**According to your discussion pick a weather that best describes the it**

- Mild
- Warm
- Stormy
- Sunny
- Icy
- Cloudy

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## 4. Sports news

**Exercise type: Creative**  
Maximum points: 1000



And moving onto Sports News!

The News desk has noticed that company sports team has been struggling with their games this season. You get a chance to interview the main coach and ask him/her why the team hasn't reached its full potential.

**Interview the coach about how the STRATEGIC THEME helps the whole company team to succeed in the next season. Shoot 2 videos (max 1min per video) in which you answer the following questions:**

- 1) Why is in not always easy to succeed?**
- 2) How can we ensure that the STRATEGIC THEME XX is applied to the whole team so that it helps us win?**

**Build your answer:**

Video