

AN INTERVIEW WITH



Lena QUEAU

21 0

Serious games – because training doesn't have to be boring!

Learning while having fun? Not everyone is ready for this! Still, the serious games session organized by Lena Queau last year for WBL IM was very successful. As the supply chain transformation leader, she definitely saw a 'plus' in this new way of learning... What participants did, how they learnt, Lena tells us everything.

Why did you set up these serious games?

I am in charge of the supply chain transformation for IM and the SW Cluster, and I am also a leader of the global supply chain Community of Practice. For each of these scopes, I had this concern in terms of training: what are our basics? Are they spread enough across our people? About one year ago I started thinking how we could **improve the way we train our people**. It was easy for me to benchmark Air Liquide as I am the Secretary General of the French Supply Chain Management Association. I quickly realized that our peers use serious games in their training tracks. So we worked on a POC for IM between April and June last year, and then developed a training that ends with a whole day of serious game.

What games did you play?

There were three games. The first one is the most popular around the globe: it is about **restructuring a company** through its supply chain. Sales, Operations, Sourcing have to work together to optimize deadlines, machines utilization, batch size, etc. The second one applies **different planning methods** to the supplier-to-customer value chain. You have paper, pens and playing cards, people sit at different tables that represent logistic platform, distribution, customer, production facility... Without the game this would have taken months of training! And the third one focuses on **production**: planning, priorities, product ranges, inventory levels... It gives a clear view of the reasons and consequences of stock shortage!

What makes serious games that different from other training tools?

You can easily **simulate different situations**. You can change all the parameters and directly see how they affect our financial KPIs, level of service, and global efficiency, whereas traditional training tends to be more siloed and it is not easy for people to understand the impacts out of their own scope. In addition, you can **test different concepts virtually**, which brings less anxiety than trying in real life! In particular, we discovered several new methodologies already used by US players. To me, serious games are not necessarily designed to replace traditional trainings, rather they act as an accelerator because you can put into practice right away what you have learned. This is also a cultural switch for us Europeans who were never taught that it's ok to learn without getting bored!

New ways of...
New ways of Collaborating - New ways of Learning - New ways of Managing Teams

ON THE SAME SUBJECT

Insights
INSIDE KNOWLEDGE MANAGEMENT TOOLS

How To
HOW TO INCREASE YOUR KNOWLEDGE WITH LEARNING MANAGEMENT SYSTEM

Digital Solution
TCL TALENTBOOK: GET HELP FROM TCL EXPERTS TO BOOST YOUR PROJECTS

Digital Solution
PRODIGI - DIGITAL PROCEDURES FOR ALUSA