

STRATEGOS Webinar

Family Businesses: Playing the Game

13.00-14.00B (GMT+2), April 16, 2020, Webinar on MS TEAMS

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This Webinar proposes a Game related to Family Businesses. This RPG is devoted to allow the Attendees to understand the dynamics and peculiarities of Families respect Corporations and to evaluate winning Strategies within this framework

This **Webinar** introduces serious game idea into context of the family business addressing:

- Heritage**: Succession, which is a prime example for cooperation between family head and successor
- Tradition**: Succession processes Primogeniture vs. Meritocracy
- Goal Divergence**: between the 3 paradox systems (family, business, ownership) and their derivatives
- Emotions**: in decision making

Various **Games** are proposed: **Ultimatum Game**, **Dictator Game** to discuss the innate need for fairness (an emotion) in monetary terms and when it comes to delegation in succession processes, **Public Goods Game** combined with **Stag Hunt Game** (building Castle or Private House), **Trust Game**, **Matching Pennies** and the **Centipede Game** (selling or keeping the family business?).

This non-technical overview over the context of a family business aims to develop further discussion, either during the meeting or afterwards, with who ever is interested in taking a deeper dive with a view to creating the **Game**.

In that sense, this is structured as an heads-up and basis for brainstorming, where a **RPG** is proposed to engage people into **Family Businesses** interactively and to learn the specific dynamics of this environment. **Heritage**, **Tradition**, **Conflicts** and ability to face **Emotional Decisions** and to identify **Common Goals**

Strategic Engineers are an important resources in this sector and this Event is part of a group of Webinars that addresses this topic considering how innovative methodologies, such as **Models** And **Serious Games** could contribute to improve **Family Businesses**



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