

# STRATEGOS Webinar

## Family Businesses: Brainstorming on Serious Games

11.00-12.30B (GMT+2), April 23, 2020, Webinar on MS TEAMS

Dominik von Eynern, 5<sup>th</sup> Generation of Business Family, [dve@family-hippocampus.com](mailto:dve@family-hippocampus.com)

This Webinar is based on a open discussion on the development of a Serious Game addressing the Family Businesses. The different methods and techniques will be discussed in reference to the topic presented along last meetings

This **Webinar** is devoted to brainstorm on the use of new **Serious Games** to be used in support of **Family Businesses** respect the capability to identify and develop:

-**Succession** involving:

**Heritage** as prime example for cooperation between **Family Head** and **Successor**

**Tradition** dealing with **Primogeniture vs. Meritocracy**

-**Goal Divergence**: between the **three Paradox Systems: Family, Business, Ownership** and their derivatives

-**Emotions** and their influence on **Decision Making**

This **Webinar** is devoted to generate a **Brainstorm** as first phase in the development of a **new Generation Serious Game** for **Family Businesses**.

The meeting is structured as an opportunity to identify strongholds and mechanisms devoted to **engage Players**, to identify **abilities to face Emotional Decisions** and **wiliness to promote Common Goals** within this framework. The discussion focuses on **Game Design** and definition of a possible **Roadmap** for its **Development & Testing**.

**Strategic Engineers** are key elements in this process and this Event is part of a group of **Webinars** addressing this initiatives and willing to use innovative methodologies to create **Models & Serious Games** able to improve **Family Businesses**



Genuense  
Athenaeum

Est.1471 AD

Please contact us to get a free invitation to this STRATEGOS Webinar

Email: [info.strategos@diten.unige.it](mailto:info.strategos@diten.unige.it)

URL: [www.simulationteam.com/strategos](http://www.simulationteam.com/strategos)

Connect by MS TEAMS Code: 6yb2ap1 (Click here to connect,

<https://teams.microsoft.com/j/team/19%3a1c297bd2c9334fb5ac601946c69c76de%40thread.tacv2/conversations?groupId=daad202d-7073-40fb-829a-b82f7f1d7482&tenantId=6cd36f83-1a02-442d-972f-2670cb5e9b1a>