



# The Art and Science of Managing Well

## Dynamic System Simulation



This workshop provides  
a unique and  
experiential event that  
no lecture can convey

Lessons that will stay  
with you for the rest of  
your life

## Structure Influences Behavior

How do well intentioned, intelligent people create  
outcomes no one expected or wants

- Systems dynamic provides unique insights in organizational behavior
- Structure in human systems is subtle
- Different people in the same structure, produce similar results
- Stress tends to focus decisions locally, without regard to the whole
- Appreciate the difficulties of working with multiple feedback loops, time delays, and nonlinearities of a system

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# Shed Light on the Mysteries and Difficulties of Running a Business

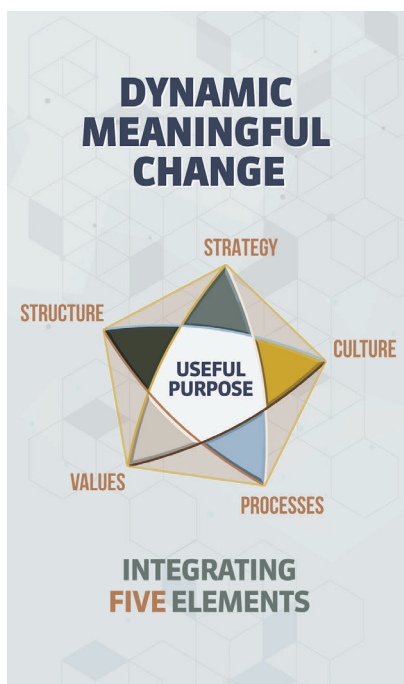
Simple to play  
Difficult to Master  
Full of Lessons

The effect is sometimes  
known as:

'The Business Cycle'  
In Business

'The Boom and Bust Cycle'  
In Macro Economics

'Bull Whip Effect'  
In Supply Chain Management



## “The Beer Game” is a Simple Simulation of Managing in a Complex System



## Learn What Happens When You Overreact to a Change in Demand

Experience managing in an environment that has a vast amount of complexity and a limited amount of data to make sense of what is going on

- See how consequences of local decisions play out over time
- Study the entire SYSTEM, rather than assuming employees failed
- It is critical to understand that there are time delays in systems. It can take weeks to flush out a misjudgement.
- We think in straight lines, but reality is made up of circles

## Manage your company as a system, not as a set of isolated activities

- The whole **does not equal** the sum of its parts. The **whole** is a **unique thing** in and of itself. Breaking it apart **fundamentally changes** its nature.