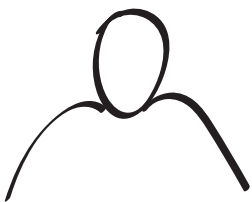




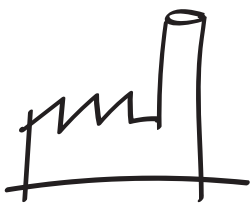
OBJECTIVE

GETTING TOGETHER FOR A PURPOSEFUL CONFERENCE



SOLUTION

CELEMI TANGO™



COMPANY

QUBE GLOBAL,
JOHN CUPPELLO, CEO

A Meaningful Leadership Challenge

Qube Global Software Ltd, a leading global supplier of real estate management software solutions, is growing. Having recently opened offices in Singapore, the organization has for several years had units around the globe, ranging from the United Arab Emirates to New Zealand. Its headquarters are located in Central London. John Cuppello, CEO Qube Global, sees the advantages of gathering his team members together at regular intervals. He wants to make the meetings meaningful, motivating, and memorable. "I want to avoid people working in silos," he says, "and I believe that we have to meet face-to-face to foster collaboration across borders

and across business units." Alibi for Interaction
On May 20, 2015, the whole team met for a purpose-driven conference. The Senior Management along with the Sales & Marketing teams convened for a day-long strategic session. The team members, coming from all parts of the world including New Zealand, UK, Dubai and the US, got together in the largest conference room to play a serious game – Celemi Tango (Success Through People). For a majority of the employees, the simulation format was entirely new.

QUOTES

“I understand our unique selling points better now.”

“It was interesting to see what it takes to develop your employees.”

One of the main reasons John chose a business simulation format – an interactive learning experience – was the fact that he had tried it himself and found it both rewarding and meaningful. A few months earlier, Qube had also tested and used the Celemi business simulation, Tango. At that time, the target group consisted of project managers and consultants.

PURPOSEFUL – AND FUN

According to John Cuppello, simulations are a good choice for learning and serious fun: “People enjoy it and they learn at the same time,” he says. “Also, it makes my job easier, since I want to offer my employees a meaningful and interactive day. Using the concept of a ready-made business simulation simplifies my planning. I know that the content is taken care of and I can be sure it is dynamic and has a purpose.” This time, a team consisting mainly of marketing and sales people was challenged to practice strategic and operational decision making, as regards employee development and financial acumen. “Compared to the session we ran together with Qube a few months ago, with the group of project managers & consultant, it was interesting to see that this time quite a few team members chose to pick a lot of customer quotes in the Celemi Tango customer market – i.e. sell a lot,” says Tore Byström, Celemi Tango facilitator. “It’s no coincidence, since the participants were mainly marketing and sales people.”

“It was useful for the team to see that even if you’ve sold a lot you still need to serve the customers and keep them happy,” says John Cuppello. Thus one of the learning points was discovering the challenge of keeping people busy, developing them while staying profitable and keeping track of the total market value, which included intangible assets (image and knowhow) as well as total equity.

GETTING A GRIP OF QUBE’S USPS

The key take-aways were debated in the debrief, where the participants shared what they’d learned. CEO John Cuppello joined in. Intense discussions broke out regarding intangible assets and unique selling points. The team considered both soft skills – such as decision-making, team dynamics, engagement, and leadership as well as hard skills, such as profitability and the bottom-line, during the debrief.

It became obvious that perseverance is a virtue, even though it was “just” a simulation. John Cuppello underlined the importance of never giving up, when wrapping up the meeting.

“Picking a strategy is one thing, sticking to it is quite another.”