



Sunburst Simulations Limited

Who we are

- Founded 2022 in Edinburgh, Scotland. Operating globally.
- Clients range from Fortune 500 companies to independent training providers.
- Our serious games have been experienced by
 - more than a quarter of a million people
 - across hundreds of organisationsand delivered by
 - thousands of accredited Facilitators
 - over more than twenty years

Sunburst is the successor company to the award-winning experiential learning specialists G2G3. Founder Stu McDonald was head of software at G2G3, and stepped in to continue product development when parent company Capita shut G2G3 down in a restructuring programme.

Sunburst's roadmap is focussed on making the simulation experience richer for participants; easier and more flexible for Facilitators; and even better-aligned to current and future industry needs. We are also bringing exciting new technologies to the delivery experience.



"There is no other type of workshop that I have ever experienced... where participants go through this many challenges and solve them in such a short space of time, whilst applying ITSM and DevOps best practices, improving communication channels, and having fun."

Who we help

- Enterprises that want to transform their ways of working, and need to earn the buy-in of their staff
- Consultancies that need a dramatic, impactful and enjoyable experience as a “wow” introduction to their client engagements
- Vendors that want to show potential clients the value of their toolsets and solutions, instead of just talking about it
- Training providers that want to provide realistic context and motivation for their course materials, and opportunities to put the theory into practice



The problems we solve

- Corporate transformation programmes often struggle for internal support:
 - People are rightly cynical about the value of new processes, tools and operating models imposed from above.
 - The topics are complex, abstract, nuanced, and hard to relate to individuals' own worlds – and, to be frank, often boring.
 - Accreditation/Foundation training for every employee is an expensive solution of questionable effectiveness, but how else to get the message to everyone?
- Vendors can struggle to persuade potential clients that their toolsets can help them:
 - It's easy to talk about solutions, but hard to demonstrate their relevance to a prospect's own pain points.
- Training providers of best-practice frameworks (ITIL®, Lean Agile, PRINCE2® etc) want to bring dry topics to life:
 - Without an opportunity to put the training material to immediate use, attendees struggle to retain and contextualise what they've been taught.

*“It’s tactile... **it’s visceral and impactful**; it can open other people up to seeing your mission and purpose... as I let go and I was immersed in the sim... **I became emotionally impacted...** by the experience of being in that room and watching **things change quite profoundly...**”*

What we do

- We use simulations to drive experiential learning. We know from decades of theory and experience that the most effective way of learning is by doing:
 - First-hand experience drives emotional engagement.
 - Information is absorbed holistically, in context – not a hodge-podge of disconnected facts.
- Our simulation workshops are:
 - collaborative
 - emotionally engaging and impactful
 - realistic enough that participants can relate them to their day jobs
 - different enough from reality that they're fun!
- The format:
 - Gather 20(ish) people together in one room for one day.
 - It's for everyone, from CXO to IT Analyst: the broader the mix, the more silos that get broken down.
 - A trained Facilitator assigns roles and sets the team to work running a simulated organisation.
 - Over several rounds of play, the team experience the problems caused by ineffective communication and lack of alignment.
 - During regular pauses to reflect and plan, your people:
 - Discuss the problems they encountered
 - Recognise the disconnects between different teams
 - Learn to speak each other's languages
 - Design new processes that will fix the problems
 - Put those solutions into practice
 - Encounter new problems, pull together, and overcome them
 - At day's end, you don't need to persuade them of anything: they're already ahead of you! They've been there, they've had their own "aha" moments, and they're ready to drive real change.

*"It's a two-year
organisational
transformation
journey in a
single day."*



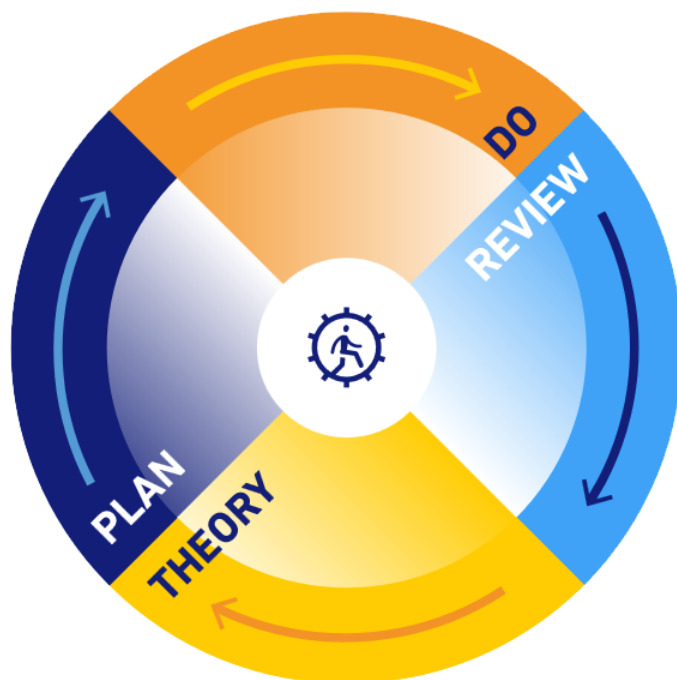
Why it's so effective

Our one-day events deliver the following changes:

- Instead of being at loggerheads, different business functions now understand each other's domains, languages, and problems.
- Cultural and political barriers to change are broken down.
- You don't just get buy-in and take-up for transformation: you get advocacy!
- Your team will be aligned. Now that they've played out a vision of the better future, they don't need to have it explained to them. They'll be explaining it to others.
- Doubters and cynics become your most vocal champions for change.

How it works

Our simulations are based around Kolb's experiential learning theory¹, and refined over many years of development:



1. **DO**
Play the game; apply the theory.
2. **REVIEW**
Analyse performance after each round of gameplay, with detailed reports from the sim software.
Discuss how to improve.
3. **THEORY**
Bring in best practice and case studies.
4. **PLAN**
Prepare to play another round, this time applying the learning from REVIEW and THEORY.

In practice, this means one or more rounds of confused, stressed chaos – followed by breakthrough insights, and a transformation that carries forward into the day job.

¹ *Experiential Learning: Experience as the Source of Learning and Development*

(David A Kolb, Prentice-Hall, 1984)

Target audiences

- **Prospects**
 - The simulations build immediate situational awareness within an enterprise.
 - They demonstrate the alignment of processes, tools and frameworks with the prospect's own organisation.
 - Suitable for everyone from CXO level down.
- **Customers**
 - The sims are an engaging way to educate and show "what good looks like".
- **Press, influencers, industry analysts**
 - The sims are exciting and innovative, and illustrate not only the benefits of better ways of working, but the practicalities of implementation.
- **Staff**
 - The sims engage, educate and enable staff to understand new processes and integrate them into their workflow.
 - It's a memorable and effective way to onboard new starts.
 - It's a perfect scene-setter for large-scale staff accreditation – or even a quicker, cheaper, more effective replacement for it.

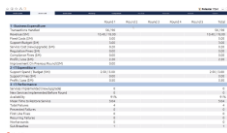
"I think everyone in the C-suite should go through this simulation... I'll never shout at the Helpdesk again!"

Our products

Polestar ITSM

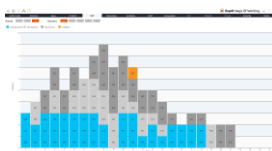
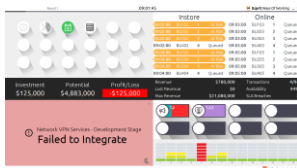
Now approaching its 20th year, but as relevant as ever: low levels of operational maturity are still widespread in industry.

Aligned with ITIL® but applicable in much wider contexts, from enterprise service management to team-building, Polestar delivers direct experience of all the pain points in IT service management: uncontrolled changes; lack of prioritisation; lack of business insight and analytics. Hundreds of thousands of people have had breakthrough “aha!” moments through Polestar ITSM, and the name is known throughout the industry. Dozens of banks, IT enterprises, and manufacturers have commissioned custom branded versions of Polestar to drive their internal change programmes.



Esprit Ways Of Working

The latest evolution of the 2017 *Computing DevOps* Excellence award-winning simulation, Esprit takes your team through the stresses of juggling product development with business as usual. At the start of the day, your Operations team will fight to keep the lights on, while your developers rush to create products that ultimately fail. But by the end of the session, everyone speaks a common language, they all pull together, and they go away full of suggestions to improve the processes in their real day jobs! Although expressed in the language of DevOps, Lean and Agile, the simulation is just as relevant for business agility and other non-tech scenarios.



Breathes life into ITSM processes and best practices for the enterprise



Polestar ITSM is a high-impact, energetic way to accelerate understanding, involvement, and acceptance of ITSM, ITIL® and ISO/IEC 20000.

Available in multiple realistic industry scenarios including retail, nonprofit org and healthcare, Polestar brings to life the behavioural and process issues faced by enterprise IT organisations.

Polestar puts your people into a simulated environment where they experience complexities and competing demands like those in their real working lives. The format enables participants to learn from their mistakes, to make adjustments, and to test out new knowledge and “best practice” theory, by putting it to immediate use.

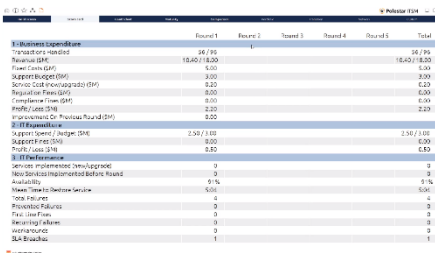


Benefits

- Excellent **educational tool and enabler**
- Creates **breakthrough understanding**
- **Practically demonstrates the case for change**
- **Turns sceptics into advocates**
- **Rapid familiarisation** with ITSM and ITIL® tools and processes
- Promotes **organic growth of commitment to change at all levels**
- Demonstrates the contribution of enterprise IT to business success
- Creates **buyin at CXO level and around the organisation**
- Demonstrates the value of vendor tools in context
- **Engages people practically, socially and emotionally:** it's not just talk
- **Smashes silos** with a wave of **energy and enthusiasm**
- **Inspires commitment** to improvement programmes
- Can be contextualised, branded and customised for your organisation
- Powerful medium for **change**

How it works

The simulation uses game dynamics to mirror the interactions between IT and business, from both strategic and operational perspectives. After each round, the participants reflect on their collective experiences. The Facilitator introduces theory around best practice and toolsets. The team agree new processes and new automations, while planning further service improvements. Then they dive into the next round of gameplay, and battle-test their new insights.



	Round 1	Round 2	Round 3	Round 4	Round 5	Total
I Business Expenditure						
IT Hardware Refresh	26,750					26,750
Business S&M	15,400 / 18,200					15,400 / 18,200
IT Staff Costs (S&M)	5,000					5,000
Support Budget (S&M)	3,000					3,000
Software Lic Lic (S&M) (S&M)	4,200					4,200
Repair and Maint (S&M)	9,000					9,000
IT Infrastructure (S&M)	6,000					6,000
Prof/Loss (S&M)	2,200					2,200
IT Infrastructure Cap. (S&M) (S&M)	4,000					4,000
IT Expenditure						
IT Staff Costs / Support (S&M)	2,500 / 1,000					2,500 / 1,000
Support Proc (S&M)	3,000					3,000
IT Lic Lic (S&M)	4,200					4,200
IT Performance						
Service Improvement (S&M) (S&M)	0					0
IT Staff Costs (S&M) (S&M) (S&M)	0					0
Availability	0%					0%
Mean Time to Resolve (S&M)	0					0
IT Staff Costs	0					0
IT Staff Costs	0					0
IT Staff Costs	0					0
IT Staff Costs	0					0
IT Staff Costs	0					0
IT Staff Costs	1					1

Round 1: chaos!

Poor communication between groups.

Pressure on IT Operations.

IT and business stuck in silos.

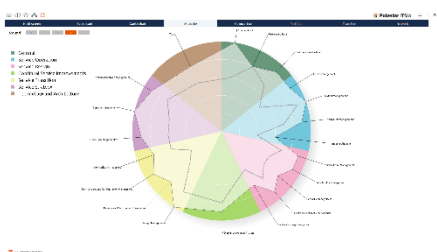
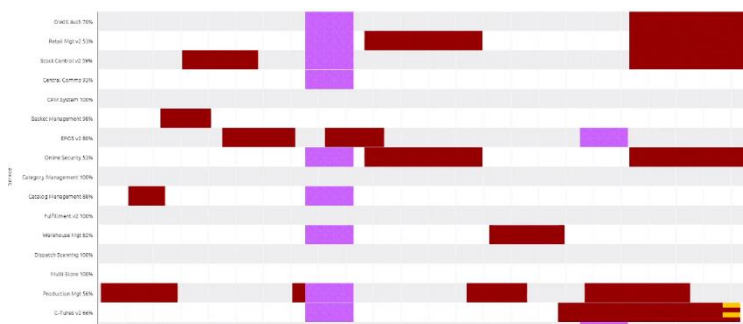
Round 2: introduce processes

Incident, Problem and Event Management

Change, Knowledge and Release Management

Service Level and Capacity Management

Service Strategy and Portfolio Management



Rounds 3-4: operational maturity

Service Asset and Configuration Management

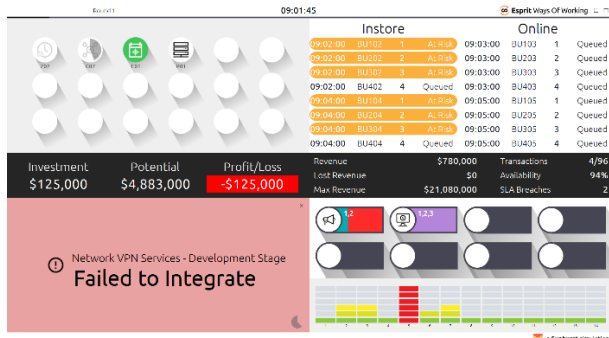
Release and Deployment Management

Continual Service Improvement

By the end of the simulation, the team has successfully implemented tools, processes and best practices taught through the earlier rounds. Optimal operational maturity is reached. Performance is optimised, and IT and Business are aligned.

The immersive simulation experience makes it easy for participants to carry their knowledge back to their day jobs and relate it to the relevant tools and processes.

Everyone's trying DevOps, but most are failing



Esprit WoW is a high-impact, energetic way to accelerate understanding, involvement, and acceptance of DevOps, Lean/Agile and other rational ways of working.

Most large IT enterprises are trying to adopt these new ways of working, and most are failing. Esprit brings to life the pain points that motivate DevOps, and provides practical experience of how to make the processes work.

“The biggest obstacle to DevOps success is people” – but those same people will be your biggest asset in the transformation! Resistance to change is the barrier to overcome, and the best way to do that is to clearly communicate the motivation and benefits of the DevOps approach.



Benefits

- Excellent **educational tool and enabler**
- Creates **breakthrough understanding**
- **Practically demonstrates the case for change**
- **Turns sceptics into advocates**
- Unites Dev and Ops into **high-performing cross-functional teams**
- Provides **new practices that can be executed immediately**
- **Accelerates adoption of DevOps across the enterprise**
- Promotes **organic growth of commitment to change at all levels**
- Creates **buyin at CXO level and around the organisation**
- Demonstrates the value of vendor tools in context
- **Engages people practically, socially and emotionally: it's not just talk**
- **Smashes silos with a wave of energy and enthusiasm**
- **Inspires commitment to improvement programmes**
- Can be contextualised, branded and customised for your organisation
- Powerful medium for **change**

How it works

Participants are assigned roles across the disciplines: Business, Development, QA, Operations, Service Desk etc. They're thrown into a simulated environment that challenges them to develop and launch new products against a backdrop of constantly changing internal and external forces. This realistic approach delivers tension and excitement. After each round there is a review period packed with dramatic "aha!" moments for everyone – and the insights come from the participants themselves.



Round 1: chaos!

Poor communication

No collaboration: different functions are in conflict

Poor performance from development and QA

Lost business opportunity and revenue

Round 2: introduce processes

Service Virtualisation

Minimum Viable Product iterations

Fail Faster

Automation

Shift Left

Product	Business	Development	QA	Operations	Service Desk	Customer	ROI	Efficiency
Service Desk	501	3.4.3	3.2.0	3.4.3/3.7.0	1	Rigel	80%	
Business	1033	3.8.3	3.9.10	3.8.3/3.9.10	1	Rigel	80%	
Product	1021	2.9.10	2.2.0	2.9.10/2.2.0	3	Proxycor	80%	
Cloud	1011	2.9.10	2.2.0	2.9.10/2.2.0	2	W		
1013	2.9.10	2.2.0	2.9.10/2.2.0	2	W			
DevOps	1041	1.2.0	1.4.3	1.2.0/1.4.3	2	Saturn	80%	
Cloud	1062	2.2.0	2.9.10	2.2.0/2.9.10	2			
Cloud	1085	3.6.2	3.4.3	3.6.2/3.4.3	2			
Cloud	1054	3.6.2	3.4.3	3.6.2/3.4.3	1			

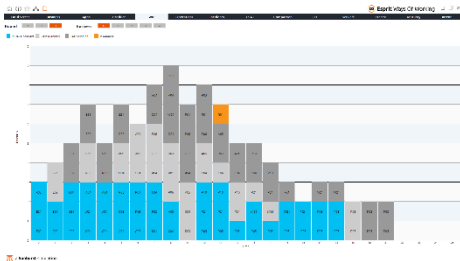
Round 3: optimised

Shorter time-to-value

Increased parallelism

Reduced rework

Improved ROI



By the end of the simulation, the team has self-diagnosed how their old ways of working were inefficient and counterproductive. They've turned into an agile, proactive team that can flex and pivot in respond to a changing environment, dealing smoothly with every curveball that fate throws at them. And they're ready to apply these lessons to their day jobs.

Past successes

Vendors, consultancies and training providers tend to maintain long-term relationships with us.

But, by the very nature of the job, our engagements with other organisations tend to be temporary. If we do our job right, then their transformation programmes succeed, and then we both move on!

Here, then, are just some of the many organisations that have previously used our simulations to drive successful transformation campaigns.



Our services

We can deliver sim workshops to you direct, using our worldwide network of highly experienced Simulation Facilitators.

For larger engagements, and for training providers, consultancies and tool vendors, our Master Simulation Facilitators can train up your staff as Simulation Facilitators, so you can run your own workshops in-house – to your own staff, or to clients or prospects.

We can adapt our products to fit your needs regarding branding, messaging, toolsets and scenario. We also develop bespoke simulations.

Find out more

Contact us:

info@sunburst-simulations.com

sunburst-simulations.com

+44 131 358 7004