

# PRESS RELEASE



## LEARN TO LEAD: HOW TO BE ON THE TOP OF YOUR (SERIOUS) GAME

To learn to lead a working team to someone in an effective way, a six consortium companies is developing a serious game\* related to leadership. This new European project is part of the innovation program "Leonardo Da Vinci", financed partially by the European Commission. Under the Italian National Research Center command, the MF & Partners Consulting Company, the Entropy Company (IT), the Federico II University of Napoli (IT), the Lincoln University (UK) and the UJI University (SPA) have started this new European project in January and it will last for 2 years.

This project called "Learn to Lead" (or L2L) has for aim to form future leaders on line. Despite all the generally accepted ideas, a leader does not legitimate his power to his position only. He obviously can legitimate his leadership by imposing his vision to the group by achieving its tasks for instance, even if his position is lower in the company's hierarchy compared to those the other members have. Learn to Lead is meant to develop leadership abilities.

L2L will be an on line formation based on a game in which each player will lead a team. This team could be a group of bank employees, or post office employees or even of a governmental cabinet; and it will compete against other teams. Like it would happen in the real life, the winning team will be the first which will reach its objectives (bigger profit, volume of services, and best feedbacks from customers/users). Each decision the leader takes, in any domain (recruitment, formation, giving bonuses or taking disciplinary measures) will have consequences over the team he leads and its dynamic. In addition to that, it will be possible to play to L2L without the obligation for the other leaders to be on line at the same time. Indeed, each team will be able to evolve virtually (but not necessarily synchronously) with the other teams, but always by following the decisions which have been determined before.

The consortium is now analyzing all the needs for building this promising Serious Game in order to be perfectly suitable for SMEs, small governmental offices and NGOs.

**Serious Game:** game designed for a primary purpose other than pure entertainment. The "serious" adjective is generally appended to refer to products used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, religion, and politics.



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