



BigPicture

Organization Simulation

The linkages between the simulation and the “real-life” workplace were right on target—and led to incredibly productive discussions, action planning, and application.

*—Joe Raia, President,
Glimmerglass Consulting &
Training, Maryland*

The Challenge

How to align people in an organization toward a strategic intent is a question we face every day. We created BigPicture™ simulation as a tool to open the mind and demonstrate the need for strategic and operational alignment among functional areas.

The Solution

BigPicture™ is used to address collaboration across teams, the roles of leadership and vision, and the importance of flexible thinking during times of changing customer expectations.

How BigPicture™ Works

In just a few hours, the BigPicture™ simulation engages a group to design, paint, color, and assemble a mural. The goal is to enlarge pieces of a picture into a wall-size mural that meets customer requirements. Participants are divided into regional groups representing work teams, a management team, and customers. Work teams are concerned with resolving issues of interdependencies regarding color, texture, scale, customer needs, costs, and time to market. Managers drive their teams to meet milestones, ship dates, and budgets, and to take ownership of the final product. Everyone has what they need to succeed, as long as they focus on the critical objectives and processes that create the BIG Picture.

Despite detailed instructions, participants often do not immediately see what is necessary for success. Once teams are redirected to focus on what is important to accomplish the vision, frustration turns to coordinated action and productivity takes a quantum leap. The lessons learned are burned into the minds of the participants—they are now ready to apply these new insights into their own work practices.

Learning Goals

- Demonstrate the need for organizational alignment
- Identify opportunities for horizontal communication
- Develop the strategic benefits of interdependence
- Highlight the importance of customer orientation

Specifications

Group size: 20 or more people

Length of program: 3–4 hours including debrief

Price: Program and use fees vary depending on the size of your group and your location

Location Suitability: indoor meeting room

Facilitator’s Guide: 56 pages

Packaging: 28 lbs

TESTIMONIALS

I've been using Catalyst's experiential simulations for more than 15 years. The BigPicture is a definite winner. I use it for management offsites, training programs and teambuilding sessions. I find it particularly beneficial for participants to practice the skills we intend them to apply. It's a fantastic way to "scrimmage or rehearse" organizational best practices.

–Larry Lenox, Organization and Talent Development, [Oracle Corporation](#), California

I find the BigPicture a great team simulation, no matter your organization or level. Everyone picks up "aha!" takeaways.

–Rhonda Sanborn, HR Training, [Autodesk](#), Switzerland

I find it very useful in highlighting the challenges participants face in leading their teams effectively. The activity works well to provide valuable learning for both those that are chosen to "lead" as well as those that are chosen to "follow". The BigPicture activity has an appropriate level of complexity, whilst still being fun and stimulating.

–Tony Maynard, Polytech Pty Ltd, Leadership Consultant for [National Australia Bank](#)

A Big Picture session generates a perfect touchstone for current and future conversations within the company.

–Brad Carlin, [SITI Theater Company](#), New York City

I love the metaphor the Big Picture provides as a prelude to executive strategy meetings. I find it particularly powerful when used with mixed levels of management, as it clearly accentuates the roles everyone plays in working toward meeting customer needs. Each time we have delivered a client event using BigPicture, the results have been exceptional. Participants have had a great time, the learning has been significant, and from C-Teams to middle managers the reviews have been a big thumbs-up.

–Randy Boek, President, [Route2Results](#), Washington

We use the BigPicture to kick-off our multi-day planning sessions. It creates just the right collaborative environment for these cross-functional groups. Everyone gets a kick out of seeing their "siloesd dysfunctions" play out during the simulation. I can't think of a more powerful, engaging, and stimulating way of getting groups to focus on achieving results through effective collaboration, planning, and teamwork.

–Joe Raia, President, [Glimmerglass Consulting & Training, Inc.](#), Maryland