

### 1.3 FACTSHEET SUSTAINABLE ALLIANCE CHALLENGE

**Educational aims:** to develop 21<sup>st</sup> century skills using Challenge-based learning: critical thinking, collaboration, complex problem-solving, communication. Improve international alliance management skills. How do personality and team profiles impact alliance management skills? How to develop those skills?

**Educational form:** digital serious challenge game, learning by doing, interactive lecture.

#### Why participate?

- **Understand the impact of alliances.** Examine the role alliances play in international business and society and the challenges they face. Learn to understand the process of partner search in which task and relationship related issues are intertwined and should be compatible between partners. Learn to understand and improve your role in the alliance team.
- **Develop your network leadership and alliance management skills.** In the perspective of young international enterprises, build leadership, alliance and negotiation skills. Become aware of organizational and relationship dynamics in different networks. Build alliance teams with a collective mission. Compare and contrast yourself with a variety of entrepreneurs. How do you understand and manage the hidden dynamics affecting your alliance team's behavior?
- **Strengthen your tool kit.** Apply new alliance tools in order to start and maintain fruitful network cooperation for sustainable and social impact. Practice strategic, operational, cultural, personal and network compatibility between business partners. What does it take to use and build networks effectively? You will acquire new alliance skills, to be put to use immediately upon your return.

**Who participate?** Business, technical, and design students from various countries.

**Activities:** *Before the game:* Students fill in a questionnaire concerning personal values. *During the game:* (1) game instruction (2) forming teams based on personal preferences (3) speed dates with potential partners (4) integrated partner analysis per team (5) team choose a partner (6) pitching of teams to partners (7) conclusions and lessons learned.

*After the game:* (1) students fill in a short questionnaire concerning team performance (2) debriefing of role players.

**Duration and Practicalities:** ½ – 1 day (variable). The event is free of charge. Participant will obtain a certificate of participation afterwards. We use Zoom. Participants should have enough bandwidth connection: a working camera and microphone are essential for participating actively in the brainstorming. We create a virtual community and a way to communicate with team chats or personal messages via social media and interactive tools.

**Language:** English

**Number of students:** max. 28x per workshop (=7 teams of 4 people). Larger groups we will split into subgroups.

**Experts involved:** dr. F.G. Stel and R.A. de Jong MBA

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