Mastering the art of influencing is key in leadership. Successful leaders adapt their influence tactics depending on the situation to change goals, behaviors, opinions, and attitudes. Judging situations and deciding which influence tactic to use is crucial. In Mind Matters players explore how they use soft and hard influence tactics in various business situations.

Assessment and Training Firms
Your assessment and training firm supports client companies in:
• Personal development of its employees
• Diagnosing its employees individually and on team levels
• Selecting suitable executives and managers.

Benefits of Mind Matters
Your firm is continuously looking for new interactive learning methods that enrich your assessment and training tools.
• We offer Mind Matters through which each participant is evaluated on his / her personal leadership style.
• Mind Matters can be offered via your own online assessment and training environment.
• Mind Matters automatically generates a feedback report for integration into your overall assessment or blended and personalized training program.

How does it work
In this game, the participant plays a researcher in a fictional company. The participant’s task is to try out a mind steering device by temporarily ‘taking over’ game characters and steer their behaviors. By doing so, the participant influences the dialogue between game characters in various business scenes. With his/her intervention the participant influences the storyline of certain characters, and subsequently the overall game narrative.

Feedback report
After playing the game a feedback report is automatically generated on:
• Understanding: How much effort did the participant put in understanding people’s characteristics, motivations and concerns?
• Tactics: Which influence tactics did the participant use? Did the participant limit him-/herself to a small or broad set of influence tactics?
• Effectiveness: What were the consequences of the participant’s influencing attempts on different KPIs?

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