ChangeMasters Middle East

In this most recent research initiative now introduced to the INSEAD Abu Dhabi Centre, a simulation-based learning experience is being developed that aims at the training of key competencies for managing change and innovation in Middle Eastern organizations, especially in the UAE and other GCC countries. This simulation will be a localized version of the EIS simulation, a well established simulation on change and innovation management for Western organizations.

The new simulation is intended to target management courses in business schools starting with our INSEAD programs in Abu Dhabi, Fontainebleau, and Singapore, and progressively extending the simulation to other educational institutions as well as organizations in the Middle East facing the challenges of change and innovation management.

In the first phase of the project the specific challenges of managing change and innovation in the Middle Eastern organizational context are identified. Our research will focus on typical individual behaviours, group interactions and relationship dynamics, cultural contexts and dynamics and intervention tactics. Based on these findings we will then design the prototype, test it, and develop the supporting material for facilitators of change and innovation management workshops for Middle Eastern organizations.

Some of our latest activities include:

- One day expert workshop on August 24th 2008 in the Abu Dhabi Centre: This workshop was attended by 14 managers with experience in managing change and innovation in the Middle Eastern context. During the morning session the participants were in the “simulation player mode”, experiencing the EIS simulation. In the afternoon they were switched to the “simulation design mode”, helping us to identify specific challenges and dynamics of managing change in the Middle Eastern context.

- Paper, entitled: “Training of Change and Innovation Management Competencies in Middle-Eastern Organizations – A Multi-Media Simulation Approach”: The extended abstract has been accepted for presentation at the Conference for e-Learning and e-Research in the Arab World at the 5th Congress of Scientific Research Outlook in the Arab World, 28.-30.10.2008, Fez (Morocco).