



VALUECRAFTER

ValueCrafter™

The Value Proposition Board Game



PROGRAM: VALUECRAFTER™

DURATION: 1 DAY (or more – depends on the program outcomes)

TRAINER: MR. KELVING FUNG

CLASS SIZE: 16 – 20 (Best if it is a multiple of 4)



VALUECRAFTER

INTRODUCTION

Organizations emphasize creating values in everything they do; however, it is easier to say than done.

Value creation is the bedrock of all businesses and innovation. This is an important concept employees must understand to create user-centric solutions. It's what sets you apart from the competition, secures customer loyalty, and brings distinct meaning to your brand. Without it, your offering will be rendered just another commodity in the eyes of your target market.

Value Crafter™ game brings participants the perspectives of how creating values could actually bring monetary values and success to your team and organization. When building a product/solution, you not only need to identify upcoming trends and direction, but you also need to pay attention to what competitors are having their eyes on in order to secure your position in the value creation process.

The game itself is approximately **90 minutes:**

The Rules (10 min.) + Play (60 min.) + Debrief (20 min.)

For the rest of the day, it'd be customized based on Client's goals.



WHY VALUE CRAFTER?

ValueCrafter™ as the start of the day, then the program design & duration is based on the areas of application & expected outcomes.

- > Set up and play in **5 minutes**
- > Fun, thematic and competitive; perfect for **non-gamers**
- > Deceptively **deep gameplay**; an artful blend of auction, set collection and area control mechanics
- > An immersive experience that **makes debriefings deep and meaningful**
- > A **skill-building** game with a **high replay value**
- > As a **stand-alone game** or **an integral part of the following programs**

- Value-based Innovation (VBI) / Jobs-To-Be-Done (JTBD)
- Design Thinking (DT) / Human-centered Design (HCD)
- Formulation of Branding Strategies
- Business Model Generation / Crafting of Value Propositions / Copywriting
- Retail Training / Product Knowledge Training / Selling Skills Training
- Negotiation / Influencing Skills
- Teambuilding / Interpersonal Skills / Communication
- Entrepreneurship / Intrapreneurship / Marketing 101



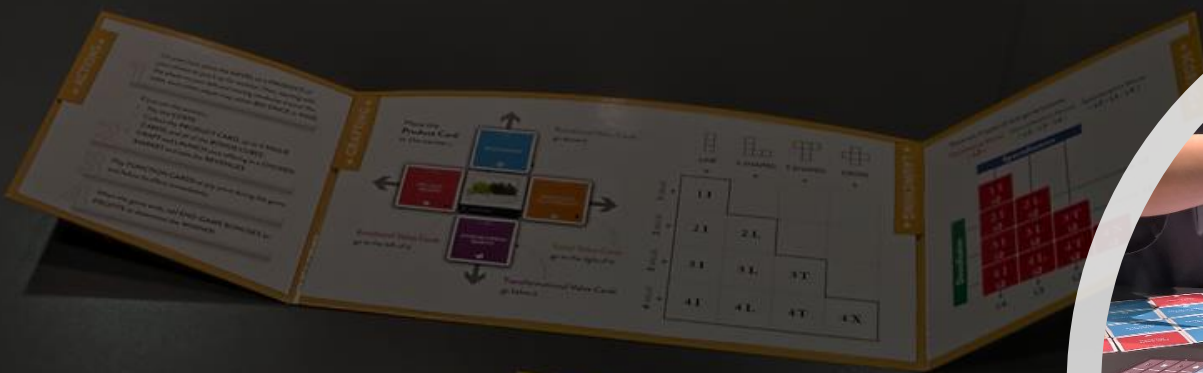
Value Creation is a 4-player, competitive strategy game meticulously designed to teach the concept, framework, and process of value creation in a fun and engaging way.

Take on the role of the Retail Director of one of the world's most iconic luxury department stores, and make strategic buying and selling decisions as you go to pave your path to success.

The game plays out over the course of 12 rounds and in each round, players analyze customer needs and wants, and market information in order to...

- (1)** Acquire the most promising products available in the market.
- (2)** Craft and launch "value-added" offerings in niche markets to maximize return on investment.
- (3)** Build impressive product portfolios to increase market share and brand presence.

Do you have what it takes to become a **retail legend**?





Kelvin Fung

(lead facilitator)

Language of Delivery:

Cantonese, English

Qualification:

- B.Sc. (HK)
- B.BA (HK)
- Cert.T&D (UK)
- M.Sc.Training & HRM (UK)
- Bachelor Degree in Science and Business Administration
- Postgraduate qualifications in both Human Resource Management and Training
- Thinkertoys Master Trainer
- Whatzyourpoint Master Trainer

Publications:

Author of the bestsellers, 《管理智庫》; 《管理智庫II》 and 《創意零距離》 all published by ET Press in 2007; 2008 and 2010 respectively

Kelvin is a seasoned training and consulting professional in the areas of management & executive development and eLearning. He has trained and coached more than 50,000 supervisors and managers in the Asia Pacific region.

For those who have worked with Kelvin, they would recommend him without hesitation. He has a rare talent of integrating his width & depth of knowledge, business acumen and design capacity into the development and delivery of practical learning solutions that are fun & inspiring.

Prior to being a trainer, Kelvin was in managerial capacities in the training functions of **PricewaterhouseCoopers**, the world's largest professional services firm and **Cathay Pacific Airways**, a reputable international airline, where he specialized in the development and delivery of management and executive development programs and the implementation of the corporate eLearning projects.

As a prolific columnist and author, Kelvin has contributed 20+ articles on management topics to several renowned publications in the region including Recruit Magazine and Economic Digest. Kelvin is considered as a pioneer in the area of corporate eLearning, his views on training, eLearning and Innovation have been featured in major media publications including Hong Kong Economic Times, MingPao, Singtao, Apple Daily, AM730, Capital Magazine, Capital Entrepreneur Magazine, Capital Weekly, Prime Time Magazine, Recruit, Career Times, Job Market, JiuJik, Central Magazine, Better Management, Economic Digest, All Leaders, Talent Management, and Human Resource.

Starting 2008, Kelvin has been interviewed by Metro Radio's program 《知識迎人》 in its 28 episodes and 《學識至上》 in its 9 episodes. He shared his views and inspiring stories on Innovation and management-related topics.



The Curious is the channel partner to carry these learning solutions that are research-based and locally crafted by *LMI Academy* in collaboration with world renowned university professors and/or consultancies.



WORK WITH US

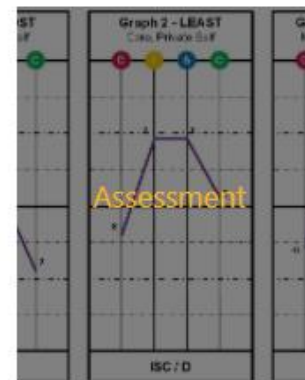
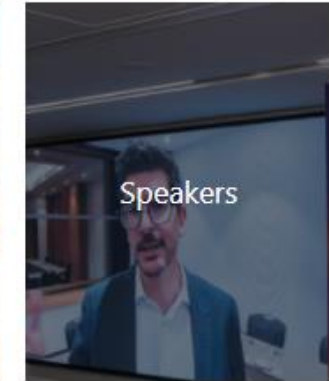
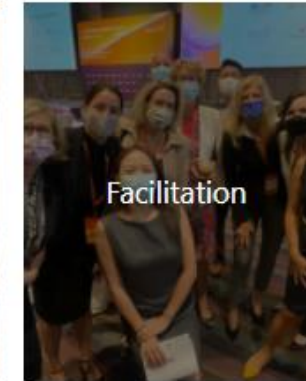
The Curious Consulting is a trusted partner for clients in corporate training consultancy. With over 10 years of experience in training and development, our consultants provide solutions in training, facilitation, executive coaching, speakers for our clients in the region.

Curiosity is a huge part of us. There are so many trainers, services, and solutions out there, sometimes it's hard to choose. Our team is constantly looking out for new, exciting, and high-quality talents & offerings in the market.

Just as there is no such thing as the best leadership style for all situations and people, there is also no best solution for all. A match is what matters! We love seeing "it's a match!" between our trainers and clients. This is done by listening to your needs, building partnerships, and co-creating the plans that serve your immediate and long-term needs.

The Curious Group Limited

Unit 1104A, 11/F, Kai Tak Commercial Building,
317-319 Des Voeux Road Central, Hong Kong
www.the curiousconsulting.com
info@the curiousconsulting.com



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