

Internal
PROCESS
Evaluation
S-W-O-T
(Discuss 2 minutes)



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The CFM CHALLENGE

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Jeffrey Riley
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Education Director

OPPORTUNITY
Knocks

UNFORESEEN
Expenses & Revenue

MARKET
Conditions

- A PUBLICATION OF SENTENTIA GAMIFICATION -



MONTHLY NET INCOME
Land here: get 1
time Bonus +\$250



STOP
Doing Certain
Types of Work
S-W-O-T
(Discuss 2 minutes)

ABOUT CFMA



- Founded in 1981, CFMA is the only organization dedicated to bringing together construction financial professionals and their partners serving their unique needs.
- CFMA serves more than 8,900 members via 98 chapters located throughout the US and Canada.
- CFMA offers connections to other financial professionals, networking, information and education to further development and provides resources to help Construction Financial Managers positively impact their company's bottom line.

THE NEED

- The construction industry faces ever changing challenges such as regulations, competition, labor shortages, and new technology
- CFMA members needed an engaging way to interact with each other, gain new knowledge/ideas, and learn to better communicate their ideas to their CEOs
- The Financial Manager must be on top of all these and many other issues to help the CEO make the best-informed decisions affecting the future of the company



OPPORTUNITY
Knocks

THE DESIGN PROCESS



MARKET
Conditions

- The Director of Education, Elizabeth Lachowicz, involved 4 experienced financial managers who work for very successful construction companies
- They supplied the business expertise needed for the game
- Elizabeth and Jeffrey Riley guided the group in the construction of the game and game elements .
- Work began in February 2018 and the game was to be played in June!

RATHER THAN A GAME OF MAINLY CHANCE, THE TEAM WANTED TO DEVELOP A FUN GAME THAT WOULD ENGAGE THE LEARNERS AND BROADEN THEIR KNOWLEDGE OF THE INDUSTRY.

- Because the game was to be played at June's annual conference and had to fit the time limit of 4 hours, it was decided the game should be a board game.
- The game was designed to be played by teams of 5 people.
- The group designed the board and then the types of questions that would be needed to challenge the financial managers who played.



UNFORESEEN **Expenses & Revenue**

GAMEPLAY

JB Company is a mid-sized, family-owned, general contracting firm.

The new Owner/CEO has lots of ideas on how to grow the business and will be presenting multiple strategic initiatives to you to deal with.

YOU (the financial manager) need to positively & significantly impact the bottom line or else you are out of a job!

The ability of the financial manager to select a Strategic Initiative and conduct a SWOT analysis would determine the cards drawn and ultimately influence the game's outcome.



FLIPCHART ACTIVITY:

Key Learnings Worth Sharing



Each person: Write down at least one thing you learned about Strategic Initiatives that you did not know before?

DESIGN CHALLENGES



WHILE THERE WAS A SENSE OF URGENCY, ALL AGREED WE WANTED A GAME THAT TAUGHT WELL EDUCATED FINANCIAL PROFESSIONALS AND WAS FUN!



CONSTRAINTS INCLUDED SHORT TIME LINE (FEBRUARY TO JUNE), VOLUNTEER SMES, AND BUDGET.



THE GAME WAS MADE ATTRACTIVE BY GREAT GRAPHICS FROM THE CFMA GRAPHICS DEPARTMENT.

PLAYTESTING AND ITERATIONS

- There was just enough time to have one prototype test – done virtually – of the game and all the elements in April
- The subject matter experts realized the game was too complicated and needed to be simplified
- Iterations focused on the rules and gameplay
- With refocus and rewriting... the game was delivered on time at the conference in June!

OUTCOMES

The course received a 9 out of 10 rating by CFMA as a requirement to be used at regional conferences

34 people who played the game, completed the survey at the conclusion of the game

- 86% agreed – stated learning objectives were met
- 86% agreed – stated prerequisite requirements were appropriate and sufficient
- 80% of attendees – rated the session Excellent Overall

The CFM Challenge game board features a central logo for the Construction Financial Management Association (CFMA) and the title 'The CFM Challenge'. Below the title is the goal: 'Select & Manage Strategic Initiatives to Achieve Highest Enterprise Value!'. Three large strategy cards are displayed: 'OPPORTUNITY Knocks' (brown background with a fist icon), 'UNFORESEEN Expenses & Revenue' (yellow background with a money bag icon), and 'MARKET Conditions' (orange background with a bar chart icon). The board is surrounded by various icons and text boxes representing game actions and rewards, such as 'MONTHLY NET INCOME' (rewarding \$250), 'Internal PROCESS Evaluation' (S-W-O-T), 'STOP Doing Certain Types of Work' (S-W-O-T), and 'AUDIT!' (Refund, Penalty, Roll AGAIN). A 'start' button is located at the bottom left.

AWARDS

The CFM Game was recognized as a finalist at the GamiCon

2018 Gamification for Learning Project Throwdown

Hosted by Training Magazine

The CFM Challenge game board features a central logo for the Construction Financial Management Association (CFMA) and the title 'The CFM Challenge'. Below the title is the goal: 'Select & Manage Strategic Initiatives to Achieve Highest Enterprise Value!'. Three large, dashed-bordered boxes represent strategic initiatives: 'OPPORTUNITY Knocks' (with a fist icon), 'UNFORESEEN Expenses & Revenue' (with a money bag icon), and 'MARKET Conditions' (with a bar chart icon). The board is surrounded by various icons and text boxes representing game mechanics: 'MONTHLY NET INCOME' (Land here! get 1 time Bonus +\$250), 'Internal PROCESS Evaluation' (S-W-O-T (Discuss 2 minutes)), 'STOP Doing Certain Types of Work' (S-W-O-T (Discuss 2 minutes)), and 'AUDIT!' (Roll 1-3 - Refund, Roll 4-6 - Penalty, Roll AGAIN, Amount = 8 X 10). A 'start' button is located at the bottom left. The board is decorated with icons of bar charts, fists, money bags, and dollar bills.

PRAISE FROM PARTICIPANTS

- *"This was by far the best session of the conference! A great deal of work went into creating the game and it was both a learning opportunity and a lot of fun!"*
- *"I think this game was well done and cannot wait for it to be available to chapters and members."*
- *"This was a very interactive session containing a lot of learning opportunities and fun!"*

ROUND 3 – Grand Finale TEAM COMPETITION



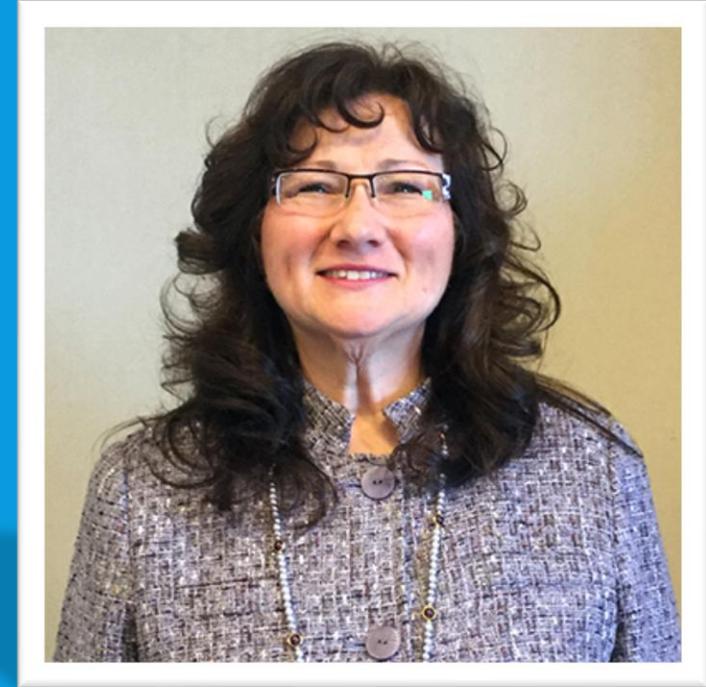
About Elizabeth R. Lachowicz

Elizabeth R. Lachowicz is CFMA's Education Director, overseeing the development and delivery of CFMA course content for construction financial managers and their associates. A Certified Professional in Learning and Performance and active ATD member, she has designed, developed, and delivered a variety of hard and soft skills training in corporate and nonprofit organizations, helping thousands learn new skills, improve their performance, and increase their satisfaction, positively impacting the bottom line.

With a BA in Psychology and HR from the College of St. Elizabeth in NJ, she earned her CPLP – Certified Professional in Learning & Performance from ATD in 2010; became a Certified Career Coach in 2016 through Rutgers' New Start Career Network; and continues her development as an active local ATD chapter and Peer Group member. She serves on the Board of Directors of The Folk Project, and is a frequent volunteer.

Elizabeth, her son, Thomas (just joined the Navy) and her little dog, Lola reside in Bedminster – and love to travel to Chicago to family.

Website: www.cfma.org



About Jeffrey Riley



Jeffrey Riley has over 30 years' experience in the learning industry as an educator and in the business world. Over time as he worked in industries such as education, insurance, and retail, it became obvious that technology was another tool to help people learn.

As a one-person training department, Jeffrey was an early adopter of technology investigating and using various software programs to create and deliver learning through the Internet and learning management systems.

Jeffrey is a Certified Gamification Master Craftsman with Sententia Gamification.

Jeffrey is the owner of Practical Learning Concepts consulting with businesses to implement eLearning and gamification.

Website: www.practicallearningconcepts.com

Level Up your corporate learning and development programs,
employee onboarding, training, or adult classroom with gamification
– a cutting-edge strategy to motivate and engage employees,
customers, and students.



Hosted by Monica Cornetti, CEO of Sententia Gamification
and Gamemaster of GamiCon.

Monica's guests include L&D Professionals, Adult
Educators, and Platform Providers who give you tips,
tools, and techniques to add immediately to your training,
talent development leadership, and employee
engagement toolbox.

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