



Executive teams get 'simulated' with custom online business games developed by Minneapolis interactive agency

For immediate release
May 8, 2006

Contact: Tom Crain
612-709-6756
tcrain@mn.rr.com

Minneapolis, MN -- Pixel Farm Interactive (PFI) is loading the local Fortune 500 executive training and development stables with customized versions of online business simulation games. With an already impressive portfolio of corporate clients -- including GMAC-RFC, Cargill, and Taylor Corp. -- PFI's online business simulations are delivering just the needed stimulation to unleash executive teams' competitive prowess and fervor.

"Our online business simulations are like 'war' games for executive teams," explains Gary Lindberg, executive director of PFI, the Minneapolis-based developer of the online simulation games who is also called "Mr. Hollywood of the Upper Midwest" for his past contributions to the motion picture industry. "When participants gather around tables, get wired up and tuned into these simulations, they are transformed into warriors on the battlefield, working up a very serious sweat in the process—especially when they learn that their supervisor is monitoring the battle."

These powerful online games are designed to catalyze the successful implementation of strategic change initiatives and profit improvements for corporate executive teams. They immerse the learner into a hands-on decision-making arena with multi-faceted environments including e-mail correspondence, focus groups and board meetings. Sometimes, there's even personal human interaction via client/employee improv. Each game developed is one-of-a-kind, customized through the direction and guidance of the client with careful consideration for the corporate culture

GMAC-RFC, a leading, globally-diverse real estate finance company, recently completed a major company acquisition. It uses the simulation games to sharpen

customer focus for its new and existing executive teams while at the same time promoting team cohesion:

"The simulation succeeds in bringing the customer into focus for our executive teams' planning and implementation practices," says Neil Erickson, Communications Director, GMAC-RFC. "It's also a great hands-on approach in melding the different company cultures together as we work through acquisition. It reduces the initial stress and anxiety on our executive teams who learn about each other very quickly as they run through a challenging and creative exercise together."

Currently, PFI offers two types of simulation games: Rules-based, relying on a set of custom-built business rules within a micro-economy; and Scenario-based, guiding players/teams through a series of complex challenges. Executive trainers and HR managers are finding these simulation games to be one of the most effective tools in addressing some of their most critical management issues through experiential learning.

Cargill, one of the world's largest private companies, uses the simulation game to build on the business knowledge process for its top executives:

"The simulation helps our VPs create a 'process' mindset for change," explains Kim Miller, Core Team Leader for Noticeably Better Processes at Cargill. "It takes them from pretty pictures and words on a page to total immersion where they can touch it, smell it and feel it in their hearts. The simulation is an ongoing asset for training in creatively prescribing what being a Cargill VP is all about."

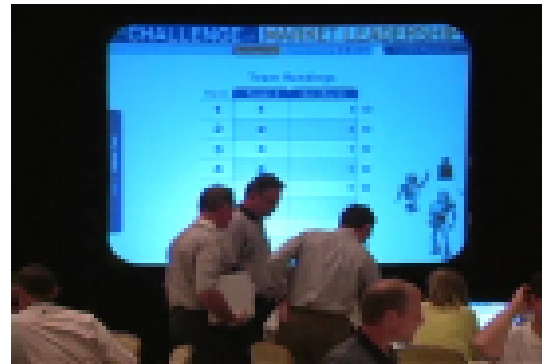
"We're enjoying the ride on this new wave of techno-savvy executive training tools that we've developed," says Lindberg. "The feedback we're getting from these companies about the transformation their employees have experienced is very encouraging. We're the rising stars on the executive training field and we're going to be watched very closely by the industry as we exercise this new direction for our company."

— — —

Pixel Farm Interactive is an interactive agency that assists its clients in planning and implementing their investments in interactive communications tactics. Working in conjunction with an organization's other communication consultants, such as advertising and PR agencies, Pixel Farm Interactive consults on the integration of all forms of interactive communications for marketing and learning development.

-END-

Pixel Farm Business Simulation Games in Action



GMAC-RFC Executive Training Conference



GMAC-RFC Simulation: The Challenge of Market Leadership