

## PRESS RELEASE



### **“LEARN TO LEAD”: THE L2L SERIOUS GAME: BECOME A MANAGER OR BECOME A LEADER**

The serious game, "Learn to Lead" developed by the partners of the European consortium of the same name, the Institute of Cognitive sciences of the National Centre of Italian Research which pilots plan, MF & PARTNERS CONSULTING (FR), ENTROPY (IT) management and training consultancies, the Laboratory of the Artificial and Natural Cognition of the University Federico II de Naples (IT), the Computer Research Laboratory of Social sciences of Lincoln's University (GB) and the Laboratory of Psychology and Technology of the International University of Jaume (ARE), is under way to realization. Scenarios as well as the general structure of the game that were defined during the previous meetings and notably that of Valpré last July, are taking shape. We already know that the first tests will take place in the first quarter of 2011.

In the needs analysis that was supervised by MF & PARTNERS CONSULTING, we put in evidence a necessary differentiation between management and leadership. So, beyond title, it is necessary to differentiate well the know-how which raises more management from the knowledge - which is conditioned by our leader's skills, that is to say to be followed by the others. It is the reason why the serious game "Learn to Lead" will be resolutely orientated to some users' personal competences in valuation and improvement such as they were emphasized by the needs analysis led on to an international level and more especially in countries partners of the project where the game will be tested (Spain, France and Italy). This lane has been rarely exploited, on the contrary to the games of training in management. The goal of this serious game is to learn how to lead a team, according to the personality of the leader, its behaviour and its personal capacities. L2L will be presented in form of different levels divided into short-games of which difficulty will increase, at every stage. Behaviours will vary, according to levels and to offered challenges and to the way players will use means put at their disposal. The same needs analysis revealed that there was, in fact, not enough offer of trainings in leadership, although companies, like their colleagues, express the desire to have some. That's why, to answer these needs, the "Learn to Lead" project wants to develop its serious game in a perspective intentionally orientated to leadership.



#### **Press Contact:**

Emilie Phrommala – [com@mfpartnersconsulting.com](mailto:emilie.phrommala@mfpartnersconsulting.com) –

Maxime Ferretti – [mf@mfpartnersconsulting.com](mailto:mf@mfpartnersconsulting.com) –

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

**MF & PARTNERS CONSULTING** – 28 Chemin de Vallombrey – 69130 Ecully – F –  
Téléfax : + 33 4 78 85 00 21 – [mf@mfpartnersconsulting.com](mailto:mf@mfpartnersconsulting.com) – [www.mfpartnersconsulting.com](http://www.mfpartnersconsulting.com)  
SIRET : 401 824 495 000 22

© 2010 Maxime Ferretti – **MF & PARTNERS CONSULTING** : tous droits réservés.