



Project proposal. **FreshBiz**  
**PLAY A SMARTER**  
**Experience Client: Sample**  
**GAME OF BUSINESS**  
Delivered on: **Not yet**  
**IN LESS THAN**  
**submitted Submitted by: Gafni**  
**3 HOURS!**  
**Ronen**



# ENTREPRENEURIAL THINKING

## Why should you develop Entrepreneurial Thinking?

In today's ever-changing inter-connected world, we are seeing so much innovation, creativity, and collaboration coming from the entrepreneurship community of startups. And more and more companies realize how important it is to infuse that entrepreneurial mindset into the workplace, but they don't always know how to do it.

What they DO know is that they want to create a thriving culture that feels like a community and emphasizes self development; a place where executives are empowered, employees are engaged, and Millennials are activated. They want their people thinking big, creatively, and proactively.

**This is exactly where FreshBiz fits in!**

## WATCH RONEN'S TEDX TALK ON 'THE NEW GAME OF BUSINESS'



Click to play video in browser

# THE FRESH MINDS WORKSHOP STRUCTURE

## WHAT HAPPENS AT THE FRESH MINDS WORKSHOP?

### START WITH 3 HOURS OF ENTREPRENEURIAL THINKING

Our basic training is the 3 hour game-based workshop which lets participants really develop their entrepreneurial muscles. After a 20 minute intro with game instructions, participants "head out" on a 90 minute immersive adventure of playing the FreshBiz board game. The goal is for them to win the game, and to do so, they'll need to collaborate, come up with creative ideas and solutions, spot opportunities, smartly manage their resources, and make things happen.

### THE GAME PLAY

Each player goes through their own intimate personal process on how they play life and business, while the facilitators in the room support the game play and collect notes they will use later for the debriefing. Before the end of the game, the facilitators get more involved in presenting creative solutions and possible insights through coaching. This gives participants a chance to try new things and shift their strategies, in addition to giving them valuable new insights.

### THE DEBRIEFING

**For sure, the most powerful part of the workshop is the last hour.**

This is the debriefing and wrap-up, and of course it takes place once the game time is up. For the first 15 minutes, participants get to share their insights from the game; what they learned about themselves and the world of business. AHA moments include participants realizing that they could have played collaboratively rather than automatically playing competitively because of old habits, beliefs, and ego or participants finding themselves stuck in the game because they were blind to the all their non-monetary resources...until a trainer showed them what's possible.

### TAKING IT TO YOUR BUSINESS AND LIFE

The workshop concludes with taking a deeper look at the game dimensions and how they specifically relate to life and business, breaking down old beliefs and ideas, and then presenting new game-changing ways to think and act in business. Now the business mechanics and entrepreneurial thinking have been gamified, participants are now unlocked and unleashed in their thinking about what's possible for them.

After taking tens of thousands of people through this specific workshop, we can tell you that it definitely has the power to completely shift how people think, communicate, and act. So let's play!

# WORKSHOP TAKEAWAYS

## IN SHORT:

Here's what the FreshBiz game-based training methodology will do for YOU:

- Give your team the ability to see the big picture with vision.
- Activate your employees and turns them into influential entrepreneurial thinkers.
- Expand the day to day impact of your managers and leaders.
- Give your team a new language, filter, and way to think together about creative business solutions.
- Learn to maximize, optimize, and leverage resources in smart ways.
- Develop a collaborative spirit of engaged and mindful team members.
- Get your team great at spotting and creating opportunities...and being in action about it.

Ready to turn your team into Entrepreneurial Thinking Jedis? Bring us in.



# TECHNICAL REQUIREMENTS FOR A SUCCESSFUL WORKSHOP

We bring enough games for everyone to be able to play and we set them up before the workshop.

**To ensure a successful FreshBiz Experience, please be sure to take care of these 4 things:**

1. A projector (and screen) for the presentation.
2. One table for every 3-4 players, perfect size for the table is 150X75cm / 60X30 inches (no smaller than 100/100 cm / 40X40 inches). Ideal setting is for 2 players on each side of the table. Make sure the tables are vertical to the projector, so no one is sitting with his back to the projector. And please make sure that there is enough space for the facilitators to walk comfortably between the tables so they can facilitate the game properly.
3. If the room is large and there are more than 40 people in the workshop, a microphone would be very helpful. And for over 50 people, a microphone is a must.
4. Please make sure we have at least 30 minutes to set up the room before participants arrive in the room.







## ABOUT FRESHBIZ

We started FreshBiz 7 years ago in the 'Startup Nation' of Israel, creating the FreshBiz board game & various unique game-based workshops for the development of Entrepreneurial Thinking. Since then, we've taken over 65,000 participants from over 20 countries through our training programs, and our game-changing book **'The New Entrepreneurz'** has 100% 5-Star reviews across Amazon.

FreshBiz Global is a unique game-based training company that develops Entrepreneurial Thinking for business executives and employees, entrepreneurs and business owners, & top educators and students. In other words, we help you and your team develop real skills in Teamwork and Collaboration, Creative Thinking and Problem Solving, Spotting & Creating Opportunities, Next level Leadership, Pro-activity, Resource Optimization, Self-Expression, and more.

FreshBiz Global is a for-benefit company, featured on the *GameChangers500* list alongside companies like Mindvalley, WholeFoods, Kickstarter, and Zappos.

We work in collaboration with the *Conscious Capitalism* movement, to elevate the conversation on running smarter and better businesses around the planet.

# OVER 65,000 GLOBAL PARTICIPANTS

With over 100 trained FreshBiz Facilitators across more than 20 countries, we can provide your organization with a global solution and a full spectrum of FreshBiz Experiences in different countries and languages.

Here's a partial list of our happy global clients:



"We got a fresh new perspective on sales and leadership. We learned how to build an innovation-based culture, and most importantly, we got out of our comfort zones." Anat Amit, Pfizer

# NEW REVENUES OF OVER ONE MILLION DOLLARS!



## A FRESHBIZ EXPERIENCE CASE STUDY

### CLIENT

Fattal Hotels International - Fattal is the largest hotel chain in Israel with 32 hotels and another 55 hotels across Europe. When the Founder and CEO, David Fattal, learned about the FreshBiz training from a news piece that aired on Channel 10, he knew it was exactly what he was looking for. As an experience provider, Fattal understood the power of experiential training and chose FreshBiz for his 50 managers in Israel.

### PROJECT GOALS

Everyone knows how competitive the tourism industry is with price wars as an everyday practice for many hotels. In general, the idea was for each manager to learn to view him/herself as a business owner; running the business of their hotel, and to see the other managers as potential partners in "the market."



## OUR SOLUTION

We took a team of 50 hotel managers through a 3 hour FreshBiz experience to accomplish three things:

1. Explore new ways of thinking to improve the business results of the hotel chain.
2. Infuse an entrepreneurial mindset into each of the hotel managers.
3. Develop deep collaboration and information sharing within the managerial culture.

Additionally, the game-based experience would make it possible for the managers to practice identifying "hidden" opportunities and spotting the right Action Cards in their environment, so they could find creative solutions on how to better run the business and increase the number of guests.

## RESULTS

Using the fresh new approach to business, each manager was asked to submit at least one new business idea by the end of the week. Before the weekend, Ronen Cohen received over 50 business ideas ranging from marketing to operational aspects of the business.

In this case study, we highlight just one of those ideas, as an example of what's possible with an updated mindset and a fresh perspective.

One of the hotels managers, took a new look at the special section of his hotel reserved for staff residence, and realized that they were relatively decrepit and small rooms. Spotting an opportunity, the manager suggested receiving a budget for renovation to upgrade those rooms specifically for guests. He designed a business plan and collaborated with another hotel manager to relocate the staff residence to a different, less premium hotel in the chain, also located in the Dead Sea. A budget of about \$200,000 was dedicated for rebuilding those rooms, and with that, they were turned into 5 luxury sea-view rooms and one suite that are now always in demand.

Without having to resort to price wars, no additional marketing budget, and no huge investment, the manager figured out a creative way to create "new real estate" along the Dead Sea shoreline which he reported will bring in around 1 Million dollars in additional revenues every 24 months!

This was just one of fifty ideas they got from a three hour / \$5,000 investment in training. Not a bad return on investment!

**"WOW! RIGHT AFTER 50 OF OUR TOP EXECUTIVES PLAYED THE GAME, WE STARTED IMPLEMENTING THE CONCEPTS AND IDEAS, AND IT GENERATED AN ADDITIONAL 1 MILLION DOLLARS IN REVENUES OVER THE PAST 2 YEARS!"**

**- RONEN COHEN - HR MANGER**

