

Lecturer Notes

The simulation should take approximately 3 hours. The simulation should be run in the following manner:

1. Presentation- Introduction

- a. Divide Group into 3 Groups
 - i. 5 StoneHouse board members
 - ii. 4 SW Holdings board members
 - iii. 3 or more Journalists – this group will monitor the meetings of StoneHouse and SW Holdings. The role of the journalists is to accelerate the crisis that will appear during the role-play. They have the right to interview any member of the two boards on a one to one basis and to ask questions at each press conference at the end of the round.

NB: For Stonehouse and SW Holdings each participant should ‘play’ one of the board members. If the class is more than 12 additional students should be incorporated as journalists up to 5 and after that as additional board members.

2. First Meeting between StoneHouse and SW Holdings

- a. Give out the following Hand outs
 - i. Stonehouse:
 1. Biog S1,S2,S3,S4,S5 one per group member
 2. Reputational Platform
 3. Rules of Engagement
 4. Background Stonehouse Pt1
 5. Scenario Stonehouse Pt1
 - ii. SW Holdings
 1. Biog SW6,SW7,SW8,SW9: one per group member
 2. Background SW Pt1
 3. Figures SW Pt1
 4. Product SW 1

5. Reputational Platform
 6. Scenario SW PT 1
 7. Stonehouse Rules of Engagement
- iii. Journalists
1. Background Stonehouse Pt1
 2. Background SW Pt1
 3. Biog Kuntz
 4. Biog Journalists
 5. Figure Stonehouse Pt1
 6. Figure SW Pt1
 7. Reputational Platform
 8. Stonehouse Rules of Engagement
- b. StoneHouse and SW Holdings meet separately to prepare for their joint meeting
- c. Journalists Interviews
- d. Meeting between StoneHouse and SW Holdings
- e. Press Conference – Announcement and Questions

3. Second Meeting

- a. Give out the following Hand Outs
- i. Stonehouse
 1. Scenario Stonehouse Pt 2
 2. Stonehouse Pt 2
 3. Scenario Stonehouse Pt2
 - ii. SW Holdings
 1. Background SW Pt2
 2. Biog SW Pt2

3. Canola Oil Pt2
4. Scenario SW Pt2
- iii. Journalists
 1. Canola Oil Pt 2
 2. Product SW Pt1
- b. StoneHouse and SW Holdings meet separately to prepare for their joint meeting with observers present
- c. Journalist's interviews
- d. Meeting between StoneHouse and SW Holdings
- e. Press Conference

4. Third Meeting

- a. Give out the following Hand Outs
 - i. Stonehouse
 1. Figures S&S Pt3
 2. Scenario Stonehouse Pt 3
 3. USA Today Pt 3
 - ii. SW Holdings
 1. Biog Kuntz
 2. Email Pt3 (FOR FELICITY MORGAN-JONES ONLY)
 3. Figures SW Pt3
 4. News Kuntz
 5. Scenario SW Pt3
 - iii. Observers
 1. Fig SW Pt 3
 2. News Kuntz Pt3
 3. USA Today Pt3

- b. StoneHouse and SW Holdings meet separately to prepare for their joint meeting with observers present
- c. Journalist's interviews
- d. Meeting between StoneHouse and SW Holdings
- e. Press Conference

5. Hand out Denouement to all groups

6. Final Press Conference.

7. General Debriefing by Journalists on the performance of the two teams

- a. Classroom discussion.