



COSMETICA Business Game

Nothing provides a more valid diagnosis of the ability to lead a business than the actual experience of leading a business. The COSMETICA business game is a highly complex, dynamic and realistic simulation of a business environment for leadership development.

Field of Application:	Selection & development of managers; analysis of potential
Measurement criteria:	Broad spectrum of competencies in cognitive, social and motivational-emotional spheres
Languages:	German, English
Characteristic:	Computer-simulated management game for teams of up to 18 persons
Evaluation:	Behavioral observation; game results are fed back only – they are not diagnostically evaluated

COSMETICA, the computer-based management game has been developed based on scientific theory and models (research on problem-solving, decision-making, teams and leadership). It **combines elements of business-oriented management games with complex problem-solving scenarios and scenarios from “classical” Assessment Centers.**

COSMETICA focuses on the **measurement of fundamental competence in cognitive, social and motivational-emotional spheres** (e.g. competence in analysis and planning, complex problem-solving, stress resistance, social competence and leadership skills). COSMETICA can be played in single team or multi-team variants and contains a range of **different scenarios/problem set-ups**. As a management team, participants take over the control of a computer-simulated company. The **framework and level of difficulty are freely scalable** by matching different flexible parameters.

Evaluation is based on the **systematic observation of player behavior by trained observers** with the help of pre-defined observation criteria. The high complexity and intense dynamics of the management games **lessen the influence of Impression Management and socially desired behavioral tendencies.**

Scenario: COSMETICA simulates an organization in the **cosmetics industry**. Different areas of the organization are fully replicated with different tasks (development, marketing, production, etc.) and requirements (cognitive, social, emotional, etc.). For instance, products are developed, produced and marketed, marketing strategies are developed, etc. Additionally, situations covering negotiations and discussions are embedded in the simulation.

Your benefits:

- Business game allows for **simulating a highly complex, dynamic and realistic business environment**
- **High involvement and engagement of participants**
- **High predictive validity** in a selection context
- Validated against measures of general mental ability and Assessment Center results