



PLAYFULLY CRACKING CULTURES

Trompenaars Hampden-Turner Consulting founded by Prof. Fons Trompenaars (Thinkers50 Hall of Fame) in 1985 is a top niche player in the area of Culture for Business, with brand name and guru recognition comparable to the other culture greats of the world in terms of impact with our clients. Its strength derives from a unique combination of an extensive track record of rigorous research and intellectual capital (owner of the world's most extensive database on cultural values, corporate culture and business dilemmas of approximately 140,000 international leaders and managers). Trompenaars Hampden-Turner works to perfect the integration between human (values, attitudes and potentials) and organizational factors (structures, systems and processes) that arise from differences in national, organizational, functional, disciplinary and cultural orientations that play a central role in the sustainable growth and performance of every organization. The company has an extensive client list from all industry sectors small and big such as Fortune Global 500 companies, such as DHL, PepsiCo, DSM, Siemens, Shell, Philips, HSBC, Vodafone, IBM, Pfizer, KLM-Air France, Bombardier, Linde Group, Texas Instruments, MTN Group, Standard Chartered Bank etc.

Trompenaars Hampden-Turner has developed the Culture for Business app now available in the App Store and Google Play. This innovative application provides you with personalised tips on doing business in 140 countries around the globe aligned with your own profile – so personal to the user. The application is loaded with text, which could be a powerful learning resource for any sector especially the educational sector. However, few love reading large amounts of information on their phone. Therefore, we started to develop a game, using the information from the app, where people can learn about doing business in different countries while virtually travelling around the globe; it all relates to their profile.

For the past 9 months, two interns have been working on the basic concept and content for a persuasive game. The structure of the game has been written up to ensure fun and effectiveness around cases for the game. However, no gaming expert has looked at our minimum game yet and therefore we are very open to suggestions for architecture and ways forward. Therefore, the graduate assignment would be to develop a *full new game concept* design build on inspiration from our current vision that will result in a first minimum viable prototype. During the concept development we want to involve the end-user in the process. As student you will get the opportunity to work with autonomy coupled with equal amount of responsibility at Trompenaars Hampden-Turner in our office in Amsterdam. Furthermore, you will be designing a game concept from scratch that potentially could be played by students and business travellers worldwide. While developing/designing (guided by but not tied to the original concept) the game, you will be working with Fons Trompenaars, a renowned culture expert.

Do you want to know more, please reach us at info@tthtconsulting.com

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Master Program: Design for Interaction

Company: Trompenaars Hampden-Turner

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Office: Amsterdam

Company Website: <http://www2.tthtconsulting.com>

App: <https://itunes.apple.com/us/app/culture-for-business/id1025724721?mt=8>



**Trompenaars
Hampden-Turner**
Culture for Business