

# Mencken Madness: Project management in practice

## Duration

4 hours



Mencken Madness is a one-day project management simulation that provides a fun, engaging and highly effective means of building team unity and cohesion, whilst developing knowledge, skill and experience in project management.

Working together in teams people are challenged by unexpected issues, emerging stakeholder requirements and the ever-present tension between time, cost and quality – just like real projects!

## The challenge

Set against a backdrop of the 1960s New York Advertising sector. Teams compete as rival advertising agencies to develop a winning advertising campaign and pitch this to their would-be client, Miss Mencken.

## Outcomes

The experiential aspect of the simulation gives participants an opportunity to apply a range of technical project management tools and techniques in an environment that simulates the constraints and complexities of the workplace.

Developing the skills around scoping, scheduling, communication, risk management and project evaluation, as well as critical interpersonal skills and emotional intelligence to support effective teamwork, stakeholder engagement, and project leadership.

**"Finding good players is easy. Getting them to play as a team is another story."**

Casey Stengel - American baseball manager