

IF5 – International Management

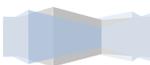
A website review of “) Diversophy.com”

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Table of contents

Table of contents.....	2
I. Name of the website	3
II. URL of the website	3
III. Brief summary of the content of this webpage	3
IV. Keywords from the site	3
V. How could this website help you as a trainee manager?	3
VI. What did you learn from it?	3
VII. How useful do you think this site could be? Why?	4
VIII. Would you recommend it to others? If not, why not?	4
IX. Rate your overall opinion of the website (Rank 1 to 5)	4
X. Provide 4 links from the website.....	4



I. Name of the website

“) *diversophy*, the game of local competence.”

II. URL of the website

<http://www.diversophy.com/>

III. Brief summary of the content of this webpage

Highlight benefits of a game “) *diversophy*” designed for developing intercultural awareness. The main idea is to describe this game for the potential investors and show how/when to use it.

IV. Keywords from the site

- Leading
- Edge training
- Global & local
- Competence
- Power of gaming
- Creative
- Social
- Productive
- Potential
- Not stereotype
- Cultural characteristics

V. How could this website help you as a trainee manager?

The game presented by the site, can help you with your intercultural management competences, and develop your team in the sense of awareness, curiosity, respect, tolerance, sensitivity and ownership which is highly desired in multi-cultural cooperation.

This is an innovative way to improve oneself with fun: we are not surprised that the participants memorize better the contents of a game than those of a PowerPoint sheet. So as a result, you have no more speeches to prepare and can even get a better group’s synergy. This learning method can make people retain a better memory of you and the meeting contents.

But keep in mind to pay attention to the atmosphere, if people find it boring, you should better to stop the game, because there would be hardly any positive effect.

VI. What did you learn from it?

Intercultural management has become a real business matter; we need to consider it as a part of our work. Response to the marketing requirement, products helping people with their manager skills came to be available on line. It’s not necessary to have a shiny website to sell the products: here there’s a website developed manually which could assimilate the investors as well.

VII. How useful do you think this site could be? Why?

I don't know. Even if French are known as deductive, I'm more inductive on some points. Here we have a website which sells games and I can't judge the website without testing the games.

I should say that it provides all elements attractive to a manager who looks for improving the intercultural competences of his firm/team, but as for the product, is it really effective? With all information given by the website, I didn't find any client review or anything able to prove that the game has a real impact on the participants. The website is not convincing enough for the buyers, personally, I am reticent to order the product.

This product could be very useful for the self-development of the managers, but for now, personally, I think they have to improve their brand management first.

VIII. Would you recommend it to others? If not, why not?

I might be able to recommend their products after testing it, but I can't recommend their website if they don't improve it. Some links are dead on the website, the global aspect is not professional, a test of the game is proposed online but the link cannot be found on the page. There is a great will for improving cultural management in modern companies but the lack of brand management effort impacted by the aspect of the website damages the clients' trust.

IX. Rate your overall opinion of the website (Rank 1 to 5)

Maybe rated 3: Pertinent contents attractive to managers, innovative concept that allows an alternative of cultural management training in firms, but due to the website's packaging, I wouldn't rate more.

X. Provide 4 links from the website.

[What is diversophy ?](#)

[How do I buy it?](#)

[Who should use it?](#)

[Why effective?](#)

