



The Newtonian Shift

The Newtonian Shift: Business Strategy Simulation for a Transitioning Energy Sector

Experience multiple years of energy sector transformation through a room-sized board game

The energy sector is changing. With the ever increasing adoption of disruptive technologies, evolving customer expectations and the emergence of new market entrants – we are in the midst of a major transition. Companies that recognise and embrace this shift will find success as valued, innovative solution providers.

How will your business adapt to the changing dynamics of the electricity sector?

Is your organisation aligned on the need for change?

The Newtonian Shift is a unique business strategy workshop. Unlike insights delivered through traditional conferences and board meeting formats, participants actively experience sector change. This room-sized board game simulates multiple years of energy sector transformation in one day. Participants explore the complexity and dynamics of this transitioning sector from multiple perspectives: private customers, large energy consumers, communities, suppliers, new market entrants and government. They have the opportunity to test alternative business models, as well as new ways to remain competitive and build new revenue streams in a changing energy landscape.

The session combines evidence-based analysis and facilitated debrief sessions to extract new insights into the evolution of the electricity system over the coming decades. It sets the stage for a dialogue around innovation, new alliances, the evolving needs of customers, and how your organisation is preparing for the opportunities this transition will bring. This intimate and interactive business strategy session has already been successfully delivered to energy players across Europe and North America to prepare for a transformed energy sector.

The Advanced Energy Centre has now engaged approximately 400 sector leaders across North America in these sessions. Each session facilitates between 20-30 participants, and can be delivered internally to a single team or across an entire organisation. It also provides a unique and neutral setting to engage other organisations (e.g., regulators, policy makers, municipal representatives, utilities and partners).



Agenda

8:30-9:00 – Breakfast & Networking

9:00-9:45 – Introduction

A data-driven look at the drivers of change in the participants' markets, how the business landscape is shifting, and the challenges and opportunities that lie ahead.

9:45-12:30 – Newtonian Shift

The business strategy game simulates multiple years of change in the energy sector as disruptive technologies interact with the traditional business model.

12:30-1:30 – Working Lunch

1:30-3:30 – Newtonian Shift

Continue to experience the energy transition and observe what outcomes unfold.

3:30-5:00 – Debrief, Closing, Next Steps

5:00-7:00 – Informal Reception/Debrief (Optional)



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Every game plays out differently, however a number of common insights and outcomes have emerged across sessions:

“Everything is permitted that is not forbidden in the game. Newtonian Shift encouraged us to think creatively about the problems we are trying to solve and how we can capture new lines of business and new customers.”

“My biggest insight from the game was that real and authentic collaboration could take place when trust was in place. I think we have to work on that within our organisation. You’ve got to make time for collaboration.”

“This game shows that this time of transition will be chaotic.”

“Anyway the transition unfolds, within 5 years we as a utility will at least half in size, our existing business models will be gone and we will be doing things that we never dreamed we would ever do.”

“The game teaches us that we have to start working from a different level of consciousness. Our hierarchical model of command and control does not work if we want to survive the transition.”

“Customers don’t understand the value of utility services yet and we haven’t done a good job of explaining it.”

“Utilities know that everything is transforming, but by the time they act, the sector has changed.”

“There is real importance of timely decision making. It’s much worse to not make a decision than to make a bad decision.”