Design of module 7 (match setup - digitization of accounting) Starting league

10 match days, fixed learning architecture with the 5+1 phases

Kick-off 1 match day

Game idea 4 match days

Playing field 3 match days

VAR zone 1 match day

Level up 1 match day

Accompanying break tea

Duration of a match day 45 - 60 min ,

1) Kick-off
   Matchday 1:
   - Narrative video, double setting, introduction about character and setting, the real everyday pain, turning point, question, impulse question to take away (how do you actually play your accounting?) approx. 4 min
   - Reflection: Where are you today?
     Self-diagnosis via interactive quick check tool 5 questions in quick check style (are saved in the session memory), visualization of the results of the 5 questions, AI coach gives an adaptive comment, answers are saved for VAR zone
   - Short AI Coach integration
     Coach intervenes visually, gives targeted brief reflection on the self-check results, asks emotional question: e.g. What would happen if you were to design the build-up to the game yourself? Goal: Reinforcement of the emotional turning point, transition to your own attitude
   - Mini scenario: reality check in the office

- Short decision scenario (short video or text) (e.g: A client sends 3 document types - how do you sort this into your system so far?
  3 selection options (manual, mixed, automated) -> one follow-up response each
  First confrontation with the digital flow of speech, introduction to the self-responsibility narrative - the law firm designs, not the technology or another stakeholder, interactive storycard, result is saved (VAR zone accesses it later)
- Reflection card & coach notebook
  AI coach asks 2 reflection questions:
  1. What stresses you the most in RW?
  2. Who should change what? You, the team, the clients?
  Note in the digital trainer notebook, text field with temporary storage possible?
- Short audio motivation from the AI cOach (e.g. stadium backdrop + statement)
  Can be used as a video and as a transition for the next match day
- Break tea : Question on self-perception : How do you feel right now?

Aim of the match day:

- Activate self-perception and have it assessed by the coach
- Gentle introduction to the topic without evaluation
- Basis for later individualization
- Work out the change moment

2) Game idea (knowledge building & orientation)
Game day 2

Phase	Method	Content	Justification
1. activation	🎥 **Microlearning video (5 min)**	AI coach (video) explains the "digital game flow" thinking model in the stadium with tactics board (client - law firm - evaluation)	Emotional anchor, visual orientation, introduction with clear metaphor. *Starts in the stadium, anchors attitude & overview.*
2. structuring	🖼️ **Interactive model graphic (7 min) (video)**	3-zone playing field with hotspots (client, law firm, evaluation) + tooltips, mini-audios	Multisensory information intake - enables **explorative learning** & independent understanding of the game flow
3. cognition	✅ **Mini-quiz (6 min)**	Classification questions about the model: What belongs where? Where is the thinking error? What does the coach say?	Consolidates understanding, uncovers misconceptions, generates feedback - *safety check before transfer.*
4th application	🔁 **Branching scenario (10 min)**	"Client X delivers receipts via WhatsApp - how do you proceed?" with 2-3 decision trees + coach intervention if the wrong path is taken	**Realistic transfer** to law firm life - **effective learning through presentation of consequences**
5. self-anchoring	✍️ **Coach impulse + note field (5 min)**	Question: *"What would be the biggest gain for you if the game flow*	Promotion of ownership, inner motivation & transfer potential - central to learning psychology

Phase	Method	Content	Justification
		succeeded?" → Personal note in the "coach's book"	
6. conclusion & relief	🧘 **Tea break (3 min)**	Quote of the day + short audio impulse ("You have sharpened your focus on the pitch today") + self-perception (How do you feel?)	Mental relief, **emotional integration**, strengthens learning effect by getting out with feeling

Why this sequence?

1. **Video first** → generates attention & emotional activation
2. **Graphic afterwards** → helps to visually structure what has been seen
3. **Quiz afterwards** → tests and deepens the new knowledge
4. **Scenario then** → transfer to own practice (knowledge becomes action)
5. **Note** → emotional & mental anchoring, responsibility for learning
6. **Break tea** → Rounding off, self-regulation, transition to everyday life

Section	Format	Duration	Compulsory/flexible
Coach video	Video	5 min	Mandatory
Model graphic	Interactive	7 min	Compulsory
Quiz	Multiple Choice	6 min	Compulsory
Scenario	Branching	10 min	Compulsory
Reflection	Text field	5 min	Optional (but strongly recommended)

Section	Format	Duration	Compulsory/flexible
Break tea	Audio & Visual	3 min	Optional

GAME DAY 3 - Take control of the game
Phase: Game idea - Day 2 of 4
Module: Game setup - digitization of accounting (starting eleven league)
Goal: Create technical understanding and action competence for DUO setup + rights management

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🎯 **Learning objectives of match day 3**

After the match day, participants will be able to

- explain **how DUO works technically** (basic understanding)
- Understand how DUO and accounting work together
- **Order client access**
- **Set up rights & mailboxes correctly**
- know **who has to do what and when** - both internally and with the client
- Avoid typical mistakes and misunderstandings (e.g. incorrect role assignment)

🧠 **Thinking model: The "triple chain of the game flow" (DUO concept)**

Position	Function	Metaphor
🟦 **1. order DUO access**	Kick-off - game starts with correct setup	*"No match without match registration."*
🟩 **2. rights & mailbox assignment**	Game setup - roles must be clear	*"Who plays where - and with which password?"*
🟥 **3. integration into the accounting system**	Game flow - transitions must be automated	*"One game, many stages - but one goal."*

Section	Format	Content	Duration	Why?
1. introduction	🎥 Coach video with animation	Thinking model "triple chain DUO" visually explained	5 min	Clarity through image & story
2. structure	🧩 Step-by-step map	(Video) Process overview: What has to happen when?	6 min	Overview as a cognitive framework
3. application	📺 Simulation video	Order DUO + assignment of rights (realistic, commented by coach)	7 min	Learning psychologically effective: modeling by watching

Section	Format	Content	Duration	Why?
4. interaction	🧠 Error diagnosis exercise (drag & drop or MC)	What was set up incorrectly? Participants select and correct	8 min	Active error learning = high transfer value
5. transfer	📝 "Check your client setup" (mini self-check with AI feedback)	Participants reflect: How are we doing?	5 min	Anchoring, sharpening reality
6. reflection	✍️ Coach prompt question: "Who in your firm leads the setup game?" → Notebook	3 min	Address responsibility	
7. break tea	🎧 Quote + visual: "Only those who set up correctly will play through."	3 min	Mental integration, letting go	

GAME DAY 4 - From click to effect
Phase: Game idea - day 4 of 4
Module: Game setup - digitalization of accounting (starting eleven league)
Objective: Law firms experience how end-to-end digital processes generate **concrete relief and impact** - for team and clients.

🎯 **Learning objectives match day 4**
The participants can:

- **understand and carry out the process of electronic bank posting in DUO**
- Recognize how **learning files** generate efficiency
- Link **evaluations in DATEV** with DUO (and explain them to the client)
- Understand the value of **timely posting** as a management tool
- recognize: **"We don't play for the tax office - but for clarity, speed and trust."**

Section	Format	Format Content	Duration	Why?
1. introduction	🎥 Coach video: Double pass explanation	The flow of the game from DUO to the evaluation as an animated double pass	5 min	Visual framing, cognitive preparation
2. application	📺 **Demo video**	Bank booking, learning files, evaluation creation - commented by the coach	8 min	Learning on the model = efficient, practical
3. interaction	🧠 **Building a learning process (tool exercise)**	Participants build the ideal process using drag & drop (documents → bank → posting → evaluation)	6 min	Actively comprehend the action structure
4. transfer	❓ **Mini-decision game**	Scenario: "A client sends receipts irregularly - what to do?" → 3 solution paths, coach gives feedback	8 min	Fidelity to reality & action competence
5th attitude	✍️ Reflection question: "Which figure from your	4 min	Shift from "duty" to "impact"	

Section	Format	Format Content	Duration	Why?
	evaluation has the greatest potential for the client?"			
6. conclusion	🎧 Break tea: Stadium quote + audio "Don't play for the examiner, play for your clarity"	3 min	Mental integration	

Conclusion

Matchday 4 brings **clarity, certainty of action and a sense of effectiveness** into play:

- The law firm recognizes that digitalization is not an end in itself
- DUO becomes a playing field, evaluations become an impact hit
- The coach not only accompanies, but also calls for responsibility

GAME DAY 5 - Checking the line-up
Phase: Playing field - Day 1 of 3
Module: Match setup - digitalization of accounting (starting eleven league)
Objective: Participants honestly analyze their current accounting processes, identify bottlenecks and define initial steps for change in their own playing field.

🎯 **Learning objectives of match day 5**
The participants:

- analyze their **current accounting game flow**
- recognize **irritations, breaks and back passes**
- reflect on **where the client is involved - and where not**
- can visualize their "ACTUAL move" (e.g. document route)

- identify initial levers for change

Section	Format	content	Duration	Justification
1. introduction	🎥 Coach video: "What is happening on your playing field?"	Coach asks for self-analysis, shows example set-up of a typical law firm	4 min	Emotional opening, creates connection
2nd analysis	📋 Self-analysis tool: "How are our booking processes currently running?"	6-8 questions (fixed answers) on processes, media breaks, client behavior, role allocation	8 min	Reflection in a safe space, basis for playing field analysis
3. visualization	🖼️ Interactive process mapping exercise	User recreates their actual process as a playing field graphic - e.g. "Where does what arrive?", "Who books when?"	10 min	High insight value through visible chaos or gaps
4. interpretation	🧠 Coach commentary on the process graphic	AI coach gives feedback ("You have a lot of back passes in build-up play - how could you play more fluently?")	5 min	Transfer through feedback & emotional reflection
5. transfer question	✍️ Text field: "If you could only improve	5 min	Focus on realistic change, commitment	

Section	Format	content	Duration	Justification
	one thing in the move - what would it be?"			
6. break tea	🎧 Closing audio: "Strong teams start with clarity."	3 min	Mental rounding off, positive reinforcement	

Conclusion

Matchday 5 brings:

- **Transparency about your own system**
- **Confrontation with reality - but in an appreciative way**
- **First step towards personal responsibility**
- A clear visualization of the "current game" - on the playing field of the law firm

GAME DAY 6 - The test game day in practice
Phase: Playing field - Day 1 of 3
Module: Game setup - digitization of accounting (starting eleven league)
Learning architecture phase: Application & transfer (real process in DATEV)

🎯 **Learning objectives of match day 6**
Participants can:
- **digitally manage** a **specific client in their own system** (DUO + FiBu)
- map the process from **access, assignment of rights, document entry to evaluation** in real life
- recognize typical hurdles (rights, technology, client)
- **Evaluate and reflect on** the actual course of the process **themselves**
- **Provide structured feedback to** the coach in order to develop the next step

Section	Format	Format Content	Duration	Why?
1. introduction	🎥 Coach video	Motivational impulse: *"Today you count. We trust you with the pitch."*	3 min	Emotional activation, transition to implementation
2nd work assignment	📄 Downloadable task checklist (or interactive to-do list)	"How to carry out your test game process" (steps: DUO order, rights, receipts, evaluation)	3 min	Structured introduction to real system, clear orientation

Section	Format	Format Content	Duration	Why?
3rd practical phase	⏩ External implementation in DATEV system	Participants carry out real test process (real or in demo system)	15-25 min (outside the platform)	Action competence only arises through real action - this is where the transfer lies
4. feedback of results	✅ Reflection form (MC + free text)	- What went well?- What was difficult?- What was achieved?- What is missing?- Where are the technical/organizational problems?	5-6 min	Strengthen self-responsibility, prepare coach feedback
5. coach feedback	🤖 Adaptive response by AI coach	- Short praise - possibly recommendation to repeat individual match days - visualization of progress (e.g. "You made your first move.")	2 min	Reinforcement, support, ensure connection to learning path
6. mini communication exercise	🗣 Text or audio response	"How would you explain the benefits of DUO to your client in 2 sentences?"→ Coach then shows sample answer	4 min	Transfer to the client relationship - promote language skills
7. break tea	🎧 Audio & Visual	"You played - maybe not flawlessly, but with attitude." + short stadium soundtrack	2 min	Relief, mental integration, confirmation

Conclusion:

Matchday 6 is the **concrete implementation day in the real environment**.

It is:

- action-centered
- realistic
- accompanied, but not controlled
- reflective instead of evaluative
- and **strategically cleverly fed back into the learning platform**

GAME DAY 7 - From game to system

Phase: Playing field - Day 2 of 3

Module: Game setup - digitization of accounting (starting eleven league)

Objective: Participants build a **model process** from the test process carried out that can be used in the team - and reflect on the prerequisites, stumbling blocks and success factors.

🎯 **Learning objectives Matchday 7**

Participants can:

- **break down** their test process **into individual steps**
- derive a **transferable model process for other mandates**
- identify and name stumbling blocks (client, rights, media disruption)
- create a **visual process plan** or profile (e.g. "This is how we do it with DUO")
- Make your process **communicable for colleagues and clients**

Section	Format	Content	Duration	Why?
1. introduction	🎥 Coach video	Motivation: *"Today you draw your match plan - so that your game becomes a system."*	3 min	Emotional transition: from individual player to game designer
2. process decomposition	📋 Reflection question with drag & drop / text fields	"What steps did you take?" - Participant breaks down the test process into 5-8 steps	6 min	Awareness & structuring
3. visualization	🖼️ Interactive tool: "Build your DUO sample process"	Participant creates their ideal process flow as a visual diagram (e.g. swimlane, playing field graphic)	10 min	Clarity + visual anchoring + can be used later in a team
4. hurdle analysis	❓ Multiple choice + text field	"Where did it get stuck? What would you prepare differently ?" - incl. selection (rights, client, communication, technology)	5 min	Close learning loop, avoid repetition
5. transfer impulse	🧠 Mini reflection: *"Who in your team*	3 min	Decentralize responsibility,

Section	Format	Content	Duration	Why?
	would also need to master this process?"		prepare multiplication	
6. final statement	✍️ Free text: "My flow of the game in one sentence"	z. e.g. "I don't book, I create." - is shown or printed at the end	2 min	Increase self-efficacy, emotional framing
7. break tea	🎧 Stadium audio: "A good game never ends - it gets better."	3 min	Relief, letting go, mental conclusion of the implementation phase	

Conclusion:

Matchday 7 is the **stabilization day**:

- One-off implementation becomes a **transferable system**
- The learner becomes a **multiplier**
- The coach is a **feedback provider, visualization assistant and sparring partner**

GAME DAY 8 - Your game flow in everyday office life
Phase: Playing field - day 3 of 3 (completion of the application & transfer phase)
Module: Game setup - digitization of accounting (starting eleven league)
Goal: Participants secure their implementation, integrate what they have learned into the team context and define concrete next moves - individually or together in the law firm team.

🎯 Learning objectives of match day 8 (practice-oriented!)

Participants can:

- systematically **pass on or reinforce** their digital approach in the law firm context
- enable initial **repeatability in the team**
- recognize typical "sources of disruption" and consciously safeguard against them
- prepare for a realistic **next implementation scenario** (e.g. client group)
- formulate their personal or team-related **match plan for the next 30 days**

Section	Format	content	Duration	Why?
1. introduction	🎥 Coach video	"Now it's about continuity - you're no longer a test player, but a game designer."	3 min	Transition from individual action to system transfer
2. target group expansion	✅ Selection field: "Who in your team would you show what you have learned next?"	3 min	Identification of multipliers & transfer logic
3. hurdle radar	🧠 Checklist (e.g. 8 typical braking factors) + prioritization: "What could stop your game flow?"	6 min	Build in an early warning system - become aware of trouble spots

Section	Format	content	Duration	Why?
4. team game plan	🧩 Text field: "What would a minimum standard process for your team look like?" (output of the process)	10 min	From individual process to team structure - didactically central	
5. implementation scenario	📝 Transfer question: "Which other client will you test the format with?" + reminder function	5 min	Push real, concrete implementation - don't get stuck in theory	
6 Commitment	✍️ Closing statement: "What will I implement in the next 30 days - in concrete terms?"	3 min	Promote self-efficacy & commitment	
7. break tea	🎧 Locker room audio: "System game begins - and you control it."	2-3 min	Mental integration & positive conclusion of the application phase	

Conclusion:

Matchday 8 is the **strategic transfer anchor** in the pitch phase:

- Individual performance becomes team transfer
- Test process becomes game plan
- The learner becomes a co-creator

GAME DAY 9 - VAR zone: Your game in retrospect
Phase: VAR zone (1 match day)
Module: Game set-up - digitalization of accounting (starting eleven league)
Goal: Participants reflect on their learning path, make implementation visible, sharpen their attitude and set a concrete team goal for the next 30 days. The AI coach actively supports and reminds them.

🎯 **Learning objectives Match day 9**
Participants can:
- explain and locate the digital game flow
- Reflect on and evaluate implementation experiences
- assess their attitude towards process responsibility
- categorize their current league development
- **formulate** a **concrete implementation team goal**
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Section	Format	Format Content	Duration	Why?
1. introduction	🎥 Coach video (stadium view)	Emotional introduction: "Today we'll watch your game together - with respect, without a red card."	3 min	Appreciation + certainty of expectations
2. game flow quick check	✅ Interactive process quiz (5 questions + mini scenario)	"What belongs where?" / "What do you do when ...?" / "Who is on the ball when?"	6 min	Activation of process understanding +

Section	Format	Format Content	Duration	Why?
				recognizing error patterns
3. implementation experience	📝 Self-reflection (checkbox + free text)	"What did you actually implement?" / "What went well - what didn't?"	5 min	Deep transfer anchor through own experience
4. posture clarification	🧠 Attitude quicktest (3 statements, 1-5 scale)	z. B.		
"I see myself as a leader in DUO matters"				
"I can explain the process to our clients"	4 min	Make attitude measurable, use emotion as a learning amplifier		
5. league assessment	🏅 Coach recommendation + user selection	Coach suggests (starting eleven / pacemaker), user can choose - with short justification	6 min	Empowerment instead of evaluation

Section	Format	Format Content	Duration	Why?
6. team goal setting	📝 Input field + selection: Individual/team goal	"How many clients will you switch to the digital game flow in the next 30 days?"		
Dropdown: individual/team goal	3 min	Binding implementation step, transfer to everyday office life		
7. coach reaction & reminder	🤖 Dynamic coach comments + 30-day reminder	Example:		
"5 clients - that's a success every 6 days. I'll ask you in 30 days how it went."	2 min	Feedback, motivation, reactivation		
7.1 Process analysis				
	Client uploads standard process and coach evaluates	3 min	Preparation for level-up	
8. closing impulse				

Section	Format	Format Content	Duration	Why?
9th break tea	✍️ Transfer question: "What is your next game flow moment in the office?" 🎧 Locker room audio + quote	"You have played. You have understood. You are ready."	3 min	Mental relief, conclusion of the phase

Conclusion:

Game day 9 consistently concludes the application level - in terms of content, emotion and process.

The coach turns from an explainer into a **guide**, the participant becomes a **designer with a goal**.

Level-Up can follow on seamlessly - without a didactic gap.

GAME DAY 10 - LEVEL-UP: The next step

Phase: Level-Up (1 game day)

Module: Game set-up - digitization of accounting (starting eleven league)

Objective: Participants consolidate their progress, formulate a realistic next development step (for themselves or the team), receive visible progress (badge, certificate, dashboard) and are emotionally activated for the next learning journey.

🎯 **Learning objectives Match day 10**

Participants can:

- Specifically name their progress and findings
- formulate the next 1-2 action steps (e.g. clients, team, tools)
- define their individual or team-related target path

- make a suitable follow-up decision (e.g. further module or transfer order)
- visibly conclude their learning success (coach praise, award, export, promotion)

Section	Format	Content	Duration	Why?
1. introduction	🎥 Coach video	Stadium scene: *"Level-up doesn't mean jumping higher - it means playing smarter."*	3 min	Emotional introduction, upgrading
2. view of progress	🧠 Visualized flashback (progress chart)	z. e. g. playing field with hooks at all steps, e.g. DUO, rights, booking, evaluation, client declaration	3 min	Motivation, self-awareness, pride
3. transfer assurance	✅ Reflection field:			
"What have you learned that you can apply tomorrow?" "What do you want to strengthen in the team?"	5 min	Final learning anchor, focus on practical application		
4. target decision	📝 Selection field:			
"What is your next step?"				

Conclusion:

Match day 10 brings the module to a worthy, effective and motivating end.

It combines:

- Review & progress
- Action & outlook
- Emotion & system

To-Dos from the committee's point of view for fine-tuning (color-coded):

🟧 **TO-DO 1 - Expand VAR zone:** In match day 9, the AI coach should be given an optional "VAR talk sequence" - e.g. as a video or voice track, in which he picks up and reflects on an individual typical learning mistake from the session memory (quiz or decision tree). 👉 *Marking in the text:* 🟧 ***Add VAR conversation with coach***

🟩 **TO-DO 2 - Integrate team intervention:** An optional **mini-meeting format (e.g. 10-minute stand-up)** should be included in match day 8 (e.g. team game plan or implementation scenario). Suggestion: "How do we put this into practice together?" 👉 *Marking in the text:* 🟩 ***Team intervention: Insert stand-up***

🟦 **TO-DO 3 - Reinforce storytelling:** Each game day is given a "**game moment**": a short, narrative everyday scene (e.g. "Sandra gets WhatsApp receipts again and can't remember if it's been scanned yet"). These scenes can be supplemented with pictures, videos or AI simulations. 👉 *Labeling in the text:* 🟦 ***Add game moment (Sandra etc.)***

📘 **TO-DO 4 - Consistency check awards:** Matchday 10: Badge/final card should **be exportable** as a **PDF** and **visible in the dashboard**. Also in connection with level recommendation (starting eleven, clock generator etc.) 👉 *Labeling in the text:* 📘 ***Ensure badge export + dashboard visibility***

These to-dos are based on the highest didactic level and enable the existing top module to be made even clearer, more emotional and more sustainable.