

**A leadership simulation
that engages emotionally
and intellectually...**

**Multi-
faceted**

**Physical
simulation
with AI
integration**

Cerebral

**See culture
and behaviour
playing out
real time**

**No pre-set
outcomes**

**Psycho-
logically
safe
learning
experience**

**Links
behaviours
to
commercial
outcomes**

**Highlights
developmental
edges**

**...providing a realistic way
for leaders to develop their
capabilities, skills, and
behaviours with impact.**

A full theatre, physical leadership simulation

Our simulation is designed to develop commercially minded leaders to think strategically, act decisively, and drive measurable business outcomes. Leaders are immersed in a dynamic business scenario where they must apply a **Plan-Do-Review-Adapt cycle** to lead themselves, others, and the business - under real commercial pressure.

Financial and commercial management

The simulation will provide your people with the tools and framework to understand the relationship between the decisions they make and the commercial and financial outcomes for the business.

Strategy and business development

The simulation will provide your people with the tools to translate strategy into effective plans, deliver on strategic objectives and maintain an agile approach.

Solution development

The simulation will provide your people with a deep understanding of a plan-do-review-adapt approach to developing and refining solutions. Creating a mindset that challenges the status quo to drive lean and agile processes throughout the business.

People management and resourcing

The simulation will provide your people with the opportunity to adopt and apply targeted leadership behaviours for your business, demonstrating what good looks like and how an effective leadership culture can be developed.

Overarching ethos

Balancing stakeholder priorities - customers, employees and investors.

Operational excellence

Translating strategy into operational targets and outcomes is vital. The simulation provides an opportunity to apply and practice the conversion of strategic thinking to successful operational delivery, and to demonstrate the value of agile processes.



Leadership in action

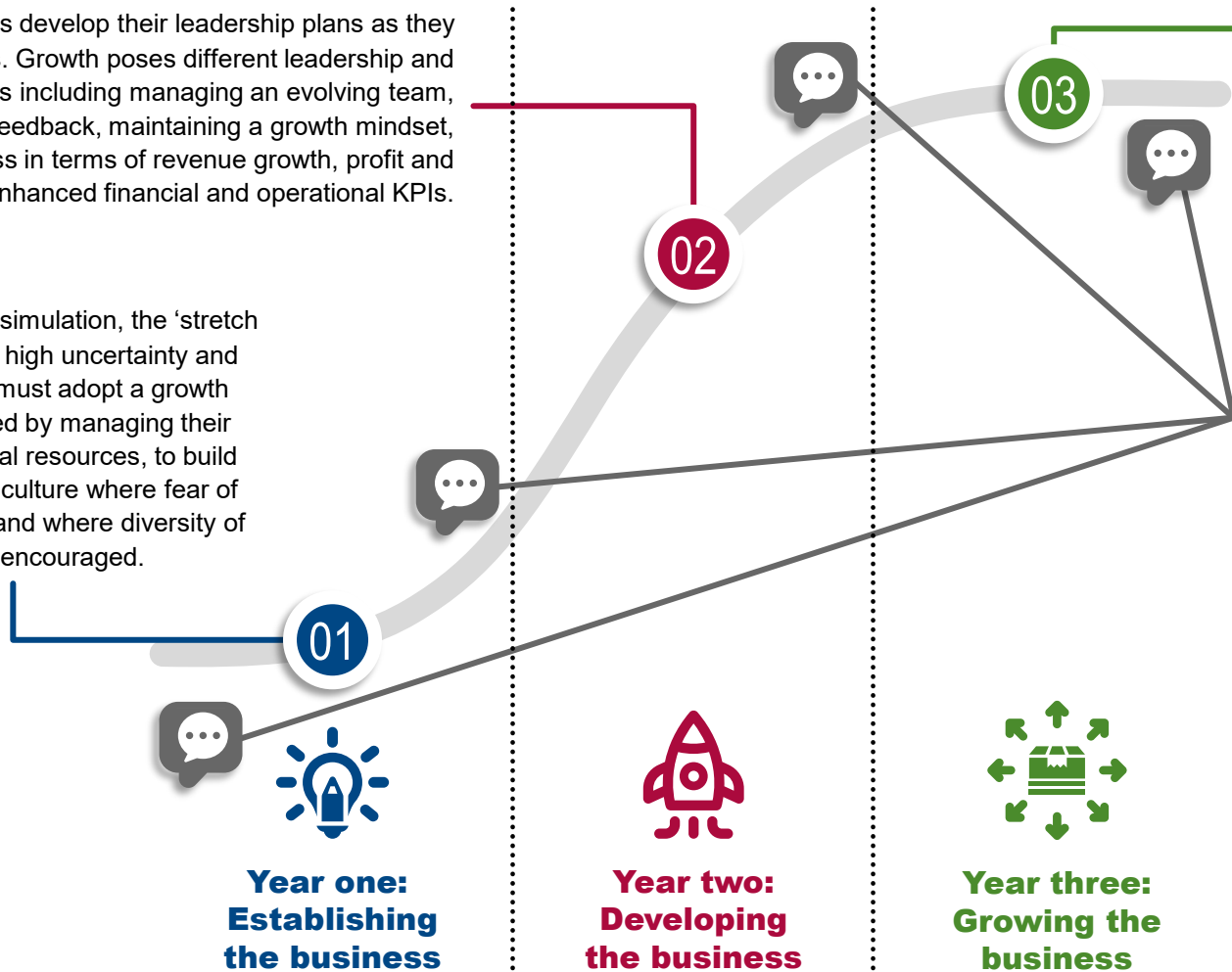
In teams of five, participants are responsible for establishing, developing and growing a multi-faceted business in a dynamic and competitive landscape. The simulation places leaders in a fast-changing environment where they need to refine and adapt their leadership style as conditions and relationships change.

In **year two**, teams develop their leadership plans as they grow their business. Growth poses different leadership and commercial challenges including managing an evolving team, providing constructive feedback, maintaining a growth mindset, and delivering success in terms of revenue growth, profit and enhanced financial and operational KPIs.

In **year one** of the simulation, the 'stretch zone' leaders face high uncertainty and ambiguity. They must adopt a growth mindset to succeed by managing their people and financial resources, to build trust by creating a culture where fear of failure is removed and where diversity of thought is encouraged.

In **year three**, as the strategy evolves and the business expands its operations and grows market share globally, leaders are faced with challenging the status quo and developing and motivating an experienced team. Leaders must avoid complacency and need to coach for performance to meet their KPIs. Leaders are required to adopt the correct business levers to deliver maximum value for their stakeholders.

The simulation experience is an excellent vehicle for providing actionable feedback to leaders around how they are performing. Scheduled intervals throughout the simulation provide opportunities for **personal and group behavioural reflection and feedback by peers, and coaches and leadership facilitators**. By the end of the simulation, each participant has a better understanding of what to focus on in their ongoing leadership development.



A flexible simulation suitable for a wide range of organisational development programmes...

Senior leaders who want to strengthen strategic thinking, elevate leadership capability, and deepen self-awareness in their roles

Mid-level managers aiming to develop broader organisational insight and enhance their leadership skills

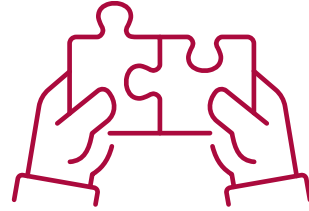
New managers seeking guidance in leading teams and making key decisions with confidence

Future leaders (early careers) at the start of their careers looking to build skills and insights around early leadership

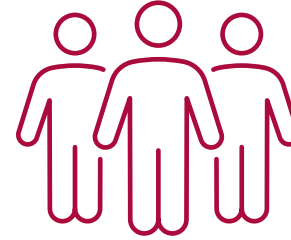
A simulation that's easily customised to your needs...



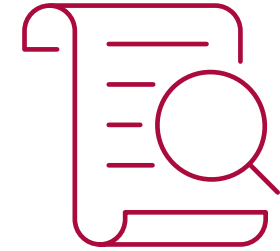
Duration



Blended or standalone



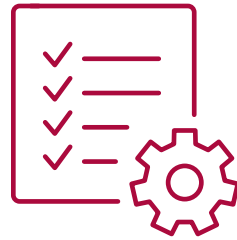
Audience size



Diagnostics



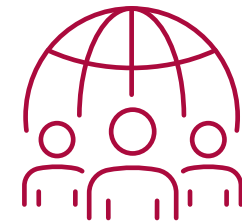
**Leadership model,
behaviours and
competencies**



**Key Performance
Indicators (KPIs)**



Industry



**Marketplace
challenges and
scenarios**

A simulation that can be aligned to a wide range of organisational development themes and initiatives...



**Leadership
assessment**



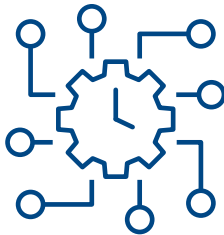
**Leadership
development**



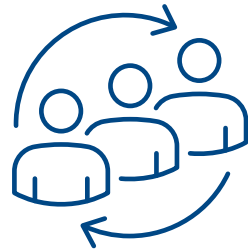
**Business and
commercial skills**



**Strategic
mindset**



**Supply chain
management**



**Quality and process
improvement**



**Risk
management**



**Change
Management**

A simulation that provides a risk-free learning environment, enabling individuals and teams to identify what needs to change and translate insights into meaningful behavioural improvements...



Outcomes and business benefits



Work their edges through contemporary, realistic leadership scenarios

Leaders become prepared for real-world pressure and unexpected challenges, helping to strengthen business acumen and sharpen strategic foresight

Gain understanding of different leadership styles and work effectively with diverse preferences

Improves collaboration, reduces friction, and enhances delivery across teams

Deepen understanding of leadership principles and apply a plan-do-review-adapt approach

Cultivates strong leadership capability by building resilience, strengthening accountability, enhancing strategic decision making, and elevating problem-solving agility

Explore current and future leadership capability

Improves succession planning, accelerates career development and reduces leadership-capability risk

Outcomes and business benefits



Recognise unconstructive states and return to a constructive mindset

Teams maintain productivity and stability even during periods of business stress

Make leadership teams more effective by better understanding the company and team DNA

Deepen trust and establish stronger, more cohesive team dynamics that foster cross-functional collaboration and highlight the benefits of breaking down silos

Demonstrate downsides of siloed thinking vs benefits of holistic collaboration

Drives better performance outcomes and reduces operational inefficiencies

Boost overall team effectiveness and performance

Equips leaders to work effectively with individuals with different style preferences

Enable and reinforce meaningful cultural transformation

Makes leadership teams more effective by breaking down barriers, building understanding and combining empathy with candidness

Outcomes and business benefits



Clarify and strengthen the organisation's identity and value proposition

Connects behaviours and way of doing business to tangible business outcomes and like client retention, cost control, and innovation

Links leadership directly to commercial outcomes

Helps leaders to translate leadership behaviours into business KPIs

Exposes the cost of dysfunction

Demonstrates how siloed thinking, unclear priorities and poor collaboration drain commercial performance - helping to drive alignment across teams and functions

Creates a psychologically safe, commercially driven environment

Leaders feel challenged to demonstrate strategic and commercial thinking without fear of failure

Translate insights into actions that elevate workplace performance

Ensures behavioural change leads to measurable business results by promoting enterprise-wide thinking and creative problem-solving