

Learning for Positive Impact!



BUSINESS SIMULATIONS

EXECUTIVE WORKSHOPS

MEASUREMENT TOOLS

TRAINING TRANSFER

COACHING & CONSULTING



Buyer's Guide

2013



Experience. Learn. Grow.



We know that you have ambitious goals for the future - align people around common vision, increase sales volume, grow better leaders, activate an innovative environment, ensure smooth transition in turbulent times. At the same time external pressures, limited resources and constantly changing environment make it more and more difficult to succeed.

It would be great if you could use a totally new approach that will help you easily achieve your goals, isn't it? An approach designed to make people learn faster, understand complex concepts easily, collaborate more efficiently and discover innovative ways to do business.

In today's challenging, exciting and very active business environment, Silega can become your partner and help you translate your plans into specific actions and results.

We are a leading global consulting company and we help organizations and individuals grow through the use of high impact learning experiences.

Thank you for your interest in Silega. We hope that your goals for the future can match with our experience and past successes and Silega can become a valuable learning partner for you and your organization.

Welcome to Silega

Silega is a global full-service training company. We create positive and sustainable impact through the use of experiential learning methodology.

Customers from all over the world use our programs to support their strategic initiatives, develop their people's potential, optimize organizational resources and processes, grow sales and increase number of loyal customers.

Currently, Silega sells and delivers solutions in more than 25 countries in Europe, North America, South America, Middle East and Asia.

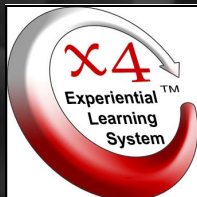
It is active and engaging

Silega's programs tap on people's natural curiosity and desire to explore. Participants are being kept involved during the whole experience and have the opportunity to practice new skills themselves. This guarantees that participants can retain up to four times more information than in a conventional training with the same duration.

It makes people be responsible for their own learning

During the business simulators participants are totally responsible for their decisions and actions. This reduces their resistance to new ideas and makes the key learning objectives stick better.

Our Promise



We promise to make your learning initiative (seminar, workshop, company event) a success and provide you with constant ongoing support, award-winning solutions and high quality materials. Our methodology (Experiential Learning System – ELS) guarantees that with Silega’s programs people learn and retain four times faster than with regular classroom training.

It is relevant and realistic

Programs are based on mathematical models that simulate realistic business scenarios.

It provides immediate feedback and saves time

In just 8 hours a business simulation can cover several business years. Participants can experiment many different scenarios in such a short time.

It is easy to be applied in real life

People walk away with easy to apply ideas on how to improve their personal and professional performance immediately after the program.



The Experiential Learning System[®] by Silega[™]



Experience

Participate in structured activity based on mathematical model



Analysis

Study what are the results from the actions taken



Content

Use analogies to link simulation with real world examples



Discovery

Plan how to use new knowledge in future situations



Application

Use new knowledge and improve performance

Take decisions

Participants can study information, make decisions and act upon those decisions. Learners are engaged from the beginning of the session and information is introduced in the most interactive way possible. This activity can be customized in order to better meet customer's learning objectives.

- What is the challenge?
- What are the rules?
- What resources do we have available?
- How is success measured?

Examine consequences

After the experience, learners are ready to examine what was the final result of their decisions and why. They receive individual and group feedback on their performance.

- What happened during the activity?
- What were the results of our decisions?
- What was the best possible scenario?

Introduce new information

Participants are led to focus their awareness on situations in their personal or work lives that are similar to those in the activity that they experienced. New knowledge is incorporated and linked with prior knowledge through the use of analogies.

- How is the activity linked to real world situations?
- What information do we need in order to be more successful in similar real world situations?

See the big picture

Learners are guided to link and apply what they learned to actual and future situations they are involved. With the knowledge the acquired during the experience, they will be able to predict how their actions can shape their reality in the real world and create their own examples.

- In what future situations can we use what we learned today?
- How applying what we've learned will help us be more successful as a team and as a company?

Transfer in real world

Application and transferring learning from classroom to the real world is the main purpose of the Experiential Learning System[®]. Participants are provided with practical tools to enhance retention and applicability in future situations, as well as reinforce their commitment to follow-up on learning plan.

- What specific actions can we take to improve performance?
- Who is going to follow-up and by when?
- Who else can we involve?

Our Services at Glance



Business simulations model real business situation in a controlled environment where learners can experiment with different scenarios and see the consequences of their actions. Simulations are active way of teaching and involve people more than conventional training. Participants receive immediate feedback and practical and easy to apply ideas for the business world.

Silega's simulations are based on the Experiential Learning System model which guarantees maximum impact and sustainable results.

Our simulations have duration from four hours to two days and can simulate up to eight years of business operations. Number of participants can vary from a couple to more than one thousand.



Silega's skills workshops include solid theoretical base, interactive group dynamics, real case studies and memorable visual aids. Workshops have duration from one to five business days and can be customized to better meet customer requirements.



Silega offers measurement tools that can help you increase precision of the learning intervention and improve organizational productivity. Some of the benefits of using our Measurement tools include:

- identifying organizational issues
- implementation of best case practices
- control of key processes and areas
- alignment of organizational priorities
- testing different interventions scenarios.



Silega can help you obtain the maximum return on your investment in people. The ultimate goal of training is influencing performance. Training Transfer solutions increases the degree to which participants successfully apply in their jobs the skills gained in the training room.



Increase the effectiveness of your leaders in today's demanding economy. Silega offers various coaching solutions that can improve your company's productivity by developing and supporting top talent within. Some of the solutions include improve commitment, leadership effectiveness, role change support, team alignment, work and life balance.



Silega offers you the option to deliver some of our business simulations and workshops internally for your organization. We can certify and coach your trainers on site to ensure maximum quality and impact.



At Silega we can support your strategy with custom learning solutions. Product launch, annual meeting or corporate merger – we have the right solution for you that will help you align people, increase awareness, and create memorable impact.



Our team of experts can work with you in optimizing the learning strategies in your company. Some of our consulting services include:

- Alignment of company procedures and politics to the training goals
- Aligning targets with training goals
- Needs assessment
- Trainers assessment center
- ROI analysis



Silega organizes executive breakfast seminars. If you are interested consulting schedule and availability please contact us.



Customers

We are proud to have served hundreds of clients that span the globe. If you want to explore new possibilities on how to take your organization to the next level, Silega has the right solution for you. Customers prefer Silega because of the business impact and relevance we deliver, the global reach which includes more than 25 countries, extensive business experience in different industries, high level of flexibility and supreme quality of materials.

Here are some of the most common challenges our experiential programs can help you address:

Strategy and execution

Leadership Development

Business and financial acumen

Customer Service

Innovation

Values and culture

Communication

Change management

Sales growth

Team alignment

Project management

Company meetings

Conflict management

Negotiations

Empowerment and delegation



BUSINESS SIMULATIONS



Impact. Delivered.



Silega Expedition™

Decision Making and Planning

Ensure the best decisions for your organization



Silega Commander™

Leadership

Grow leaders that create sustainable impact



Silega Pulse™

Business Acumen & Finance

Make people understand the whole picture when taking complex decisions



Silega Innova™

Business Innovation

Activate an innovative environment in your organization



Silega Arkadia™

Values and Culture

Build strong and effective culture that empowers people to do their best



Silega Activator™

Change Management

Ensure smooth transition in turbulent times



Silega Care™

Customer Service

Create loyal customers and unique service experience



Silega Navigator™

Sales Growth

Stay competitive in changing times and improve productivity



Silega Communicator™

Communication for Impact

Communicate with impact and credibility



Silega Cold War™

Team Alignment

Achieve better team productivity and trust



Silega Project Master™

Project Management

Execute projects with maximum business impact



“...your simulation helps companies become world-class”

HR Director



“...helps you clarify ideas and increase learning impact”

HR Manager



“... their method for learning by doing is the most effective I've ever seen”

Training Manager



“... very interactive and dynamic, helps people gain better awareness”

Training Manager



“... it is fun, but at the same time provide learners with a lot of useful information”

HR Manager



EXECUTIVE WORKSHOPS



Results. Improved.

Silega's skills-development programs have duration from 1 to 5 business days. They include solid theoretical base, interactive group dynamics and memorable visual aids. Silega offers more than 40 skills building programs.

Advanced Strategic Leader (ASL)
Advanced Stress Control (ASC)
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Business Ethics Quest (BEQ)
Business Meeting Transformation (BMT)
Career Excellence Workshop (CEW)
Coaching Excellence (CE)
Communication Crashcourse for Manager (CCM)
Competencies Application (CA)
Crashcourse for New Leaders (CNL)
Decision Smart (DM)
Intercultural Management Support (IMS)
Mediation for Managers (MM)
Memory and Accelerated Learning Management
Negotiation Master (NM)
NLP Insights (NLPi)
Organizational Development Strategic Outlook (ODSO)
Presentation Master (PM)
Principles of Leadership Communication (PLC)
Recruitment Insights (RI)
Retention Master
Stress and Burnout Master (SBM)
Success Crash course for Business Leaders (SCBL)
Talent Empowerment (TE)
Talent Management Transformations (TMT)
Team Alignment Workshop (TAW)
The Leadership Journey (LJ)
The Visionary Leader (VL)
Time Management Master (TMM)
Total Performance Management (TPM)



“..provides you with a lot of useful tools ”
VP Training



“ ... makes you see the big picture and the link between different departments in the company ”

Operations Manager



“ ... it surpassed our expectations, people talked about the sessions week after it was over ”

Sales Manager



“ ... one of the most interactive and memorable trainings I've ever attended ”

Regional Director



MEASUREMENT TOOLS



Opportunities. Explored.



Training Audit (TA)

This audit will help you better measure and improve the training activities in your organization.



Performance Optimization Audit (POA)

This audit will help you better manage and improve performance in your organization.



Strategic Audit (SA)

This Audit will help you evaluate the effectiveness of your organization on strategic level and find new opportunities for growth.



Team Alignment Audit (TAA)

This audit will help you align the teams in your organization to achieve higher productivity.



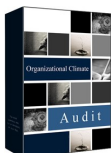
Talent Management Audit (TMA)

This audit will help you measure and improve the effectiveness of leaders at every level of your organization.



Training ROI Audit (TROI)

This audit will help you better monitor and improve the effectiveness of training activities in your organization.



Organizational Climate Audit (OCA)

This audit will help you measure what is the shared perception of the members of your organization towards the way the company works.



Customer Service Audit (CSA)

This audit will help you analyze your current customer engagement levels and how to increase them through better management



270/360-degree Feedback

Performance appraisal method using data collected from 'all around' an employee - his or her peers, subordinates, supervisors, and sometimes, from internal and external customers.

Competencies Specifications

Silega helps you explore and develop a appropriate competency profile for various functions and leadership levels in your organization. This process includes detailed descriptions of competencies, specific behaviors, development plans and certification process. Click here to learn more about Competencies Specifications

Self-Assessments

Silega offers you an opportunity to assess yourself or your employees on more than 50 key competencies. The assessments have both online and paper version.

TRAINING TRANSFER



Promise. Delivered.



Power Boost™ is a solution that makes training more impacting, fun and memorable. For example :

- Engagement – Warm-up and brief employees before the training session to keep their interest
- Additional follow-up sessions with all participants to increase the impact of training
- Additional follow-up sessions with managers
- Extended manuals and workbooks (Our programs have extended manuals and workbooks that can provide you with deeper insight on a certain subject according to your company's needs.)
- Motivational stories that you can use to create a common language in your company
- Training Quality Certification (TQC)
- Training Quality Audit (TQA)



Advisory Boost™ is a service that helps companies increase the retention level of training and stimulate a change in employees' behavior. Some of the components include:

- Procedures alignment - Alignment of company procedures and politics to the training goals
- Targets revision – Aligning targets with training goals
- Incentives revision – Modify incentives to reward goal achievement and expected behaviors
- Communication support – Silega helps your organization communicate changes more effectively
- Communications training
- Key messages reinforcement
- Organizational communication analysis
- Needs assessment
- ROI analysis



Audio Boost™ - Another innovative way to increase effect of training is by using audio sessions (available on Audio CDs, DVD or MP3). Those sessions can be a valuable part of the overall training process and be given to participants before or after the training. This is also a very convenient way of learning while driving or traveling.



Visual Boost™ - Silega provides means to enhance the impact of training by visual reminders. Those can be placed in customers' office and remind about the key messages from training and ideas for application. Visual Boost™ tools include:

- Job Aids – Replicate trainings adds at the job
- Posters with key messages from the training
- Checklist
- Desktop reminders
- Process maps



eboost™ - Silega offers various tools to enhance the impact of training by using cutting-edge technology like:

- eLearning (Content design and deployment)
- eMail reminders
- eGames with the key messages from training
- eVideos and eCharts (flash video animations that visualize certain process or data)
- eSurveys
- eTests
- eForum





Contact Us

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

EMEA - Asia - North America - South America

FACILITATE GENERATE
INTEGRATE
ACTIVATE ACCELERATE
ILLUSTRATE
INNOVATE EDUCATE
NEGOTIATE
DELEGATE EVALUATE
MOTIVATE PARTICIPATE
COMMUNICATE DIFFERENTIATE
SIMULATE INITIATE
COOPERATE ANTICIPATE OPERATE