



Heads of offices around the globe come together to plan, strategize and project targets for the short and long term

CUSTOMER



**grupokaybee**  
*Bridging Cultures, Building Partnerships*  
[www.grupokaybee.com](http://www.grupokaybee.com)

GRUPOKAYBEE'S LEADERSHIP TEAM USED SILEGA EXPEDITION™ TO BE BETTER PREPARED TO MEET CURRENT AND FUTURE CHALLENGES

YEARS IN BUSINESS



50+

SALES (2017)



USD 400M+

# Heads of offices around the globe come together to plan, strategize and project targets for the short and long term

## Customer

Headquartered in Singapore with 15 strategically located offices across the globe, Grupokaybee provides one-stop supply chain solutions from Asia to Latin America and Africa.

The company adds value to services provided to suppliers and clients for over 60 years by capitalizing on a multicultural heritage and incorporating best practices from across the world. The organization is driven and committed to “Bridging Cultures, Building Partnerships.”

Grupokaybee has always been committed to delivering cost-efficient sourcing, robust logistics and on-time distribution across the entire value chain for a diverse business portfolio ranging from lifestyle and consumer products such as textiles, home furnishings, apparel and packaged food to industrial products such as yarn, fiber, steel and tires.

## Solution used

Silega Expedition™

## Background of the project where Silega Expedition was used

In the face of recent changes in the marketplace, Silega was embraced as a means by which members of Grupokaybee’s leadership team could be better prepared to meet current and future challenges.

Silega Expedition was used during Grupokaybee’s most recent strategy meeting where heads of offices from around the globe came together to plan, strategize and project targets for the short and long term.

The workshop was used as Day 1 of a 5-day process to set expectations and shape mind-sets.

## Main business objectives of the project

- To think Big and change the framework of conversations to reach audacious goals.



- To create a strong emphasis on decision making at an individual and collective level.
- To Align objectives, Build Trust & Collaboration across diverse teams.
- To create Confidence and Endurance to face challenges.

## Results & future steps

The specific exercise - the Silega Expedition - was an effective metaphor for present and looming business challenges.

The language and vocabulary used for communication, instruction and exercise have been adopted quite effortlessly by the team; terms like 'base camp' and 'Mount Everest' are now part of our regular vocabulary.

Detailed preparation, meticulous research and tailored content imparted a sense of cohesion to leaders from 14 locations across the world.

Verbal and written feedback from individuals have shown valuable insight and keener perspectives were gained.

## About Silega

Silega is a global full-service training company. We help our customers quickly improve performance by developing their competencies for greater success.

Our business simulations are suitable for corporate training, team building, executive retreats, strategic planning, kick-offs, sales force training, leadership training, assessment, conferences, change management initiatives and MBA programs.

REGION  
**Worldwide**

TARGET AUDIENCE  
**Leadership team**





**grupokaybee**  
*Bridging Cultures, Building Partnerships*

[www.grupokaybee.com](http://www.grupokaybee.com)

## About Silega Expedition™

Silega Expedition™ is a business simulation that places participants in a challenging and inspiring experience of climbing Mount Everest in order to win a prize offered by an eccentric millionaire. Time is crucial; they must reach their goal in just a month. Participants work and compete in teams of 5 or 6.

Together they have to make decisions about how to work together, how to use their personal strengths, which route to take, what equipment to use, and what risks to run.

This program includes an enhanced multimedia experience with original video footage from the mountain and special effects.

Main objectives:

- Inspire and mobilize people to achieve outstanding results in tough times and show them what they are really capable of
- Help people use all available resources in the best possible way
- Improve business planning and strategy
- Capitalize and mobilize the power of the team and intangible assets