

BUSINESS SIMULATIONS

2026 EDITION

Captivating Learning

How do you engage learners
in a one-prompt world?





Silega **Expedition™**

Not actors - real participants in a Silega business simulation. Heads up. Hands on. Phones down.



Captivating Learning

Traditional lecturing is losing the room. Gen Z expects to do, not just listen - and the evidence backs them up.

Across 225+ studies, active learning outperforms lecture with higher exam scores and far fewer failures.

Today's students prefer interactive, applied environments and report stronger engagement in settings that let them practice, decide, and iterate - conditions that classic lecture rarely creates.

Layer in generative AI and the cracks widen: text-only assessments are increasingly vulnerable, pushing universities toward authentic tasks, simulations, and performance-based evaluations.

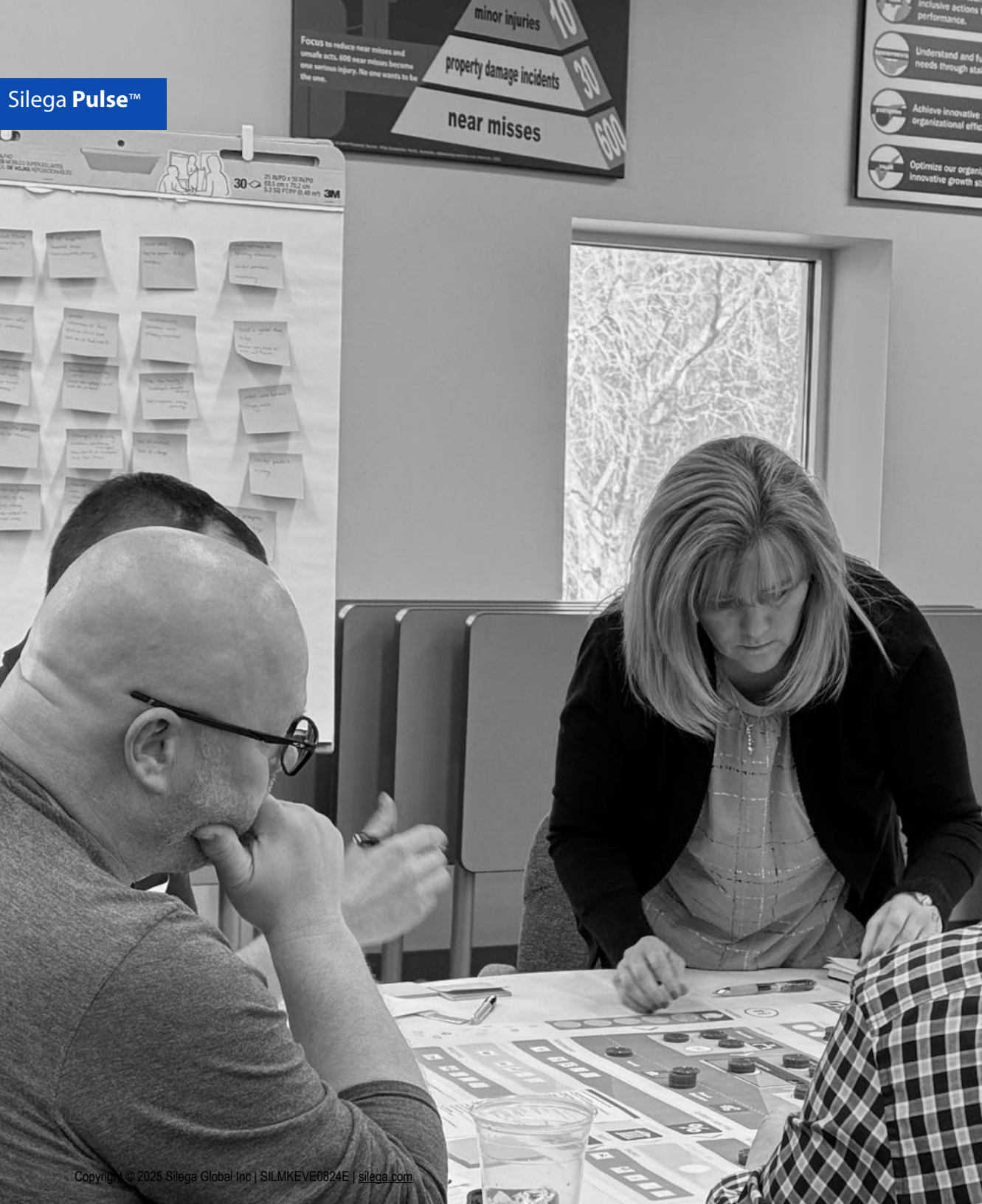
The market is signaling the same shift:

Employers prize problem-solving, communication, and strategic thinking - the integrative skills of running a business, not just operating tools.

Programs that win in this climate deliver applied learning that is flexible online or in person, closes the engagement gap, and differentiates credibly amid louder questions about the ROI of business education.

About Silega

Silega's business simulations answer that brief: a portfolio spanning Leadership to Financial Accounting, mapped to leading syllabi and built on the research behind experiential learning-used by Fortune 500 companies and leading universities, and designed to deliver measurable impact in as little as two hours, online or in person.



Provable learning efficacy

Peer-reviewed meta-analyses show simulations and experiential learning outperform lecture on performance and retention.



Stable delivery at scale

Cohorts run smoothly with automated team formation, late-join handling, high uptime, and a low-bandwidth mode.



AI-era assessment integrity

Authentic in-sim tasks, branched versions, and reflective prompts protect integrity.



Transparent, credible content

Models are documented and cited, aligned to core subjects (strategy, finance, marketing, operations, leadership).

Business simulations and experiential learning

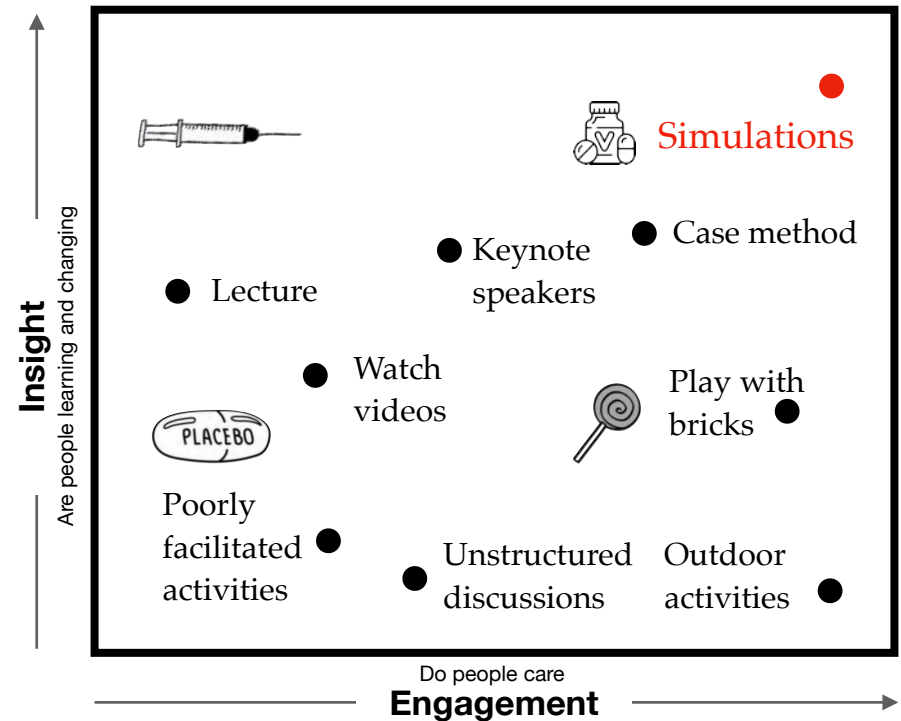
Universities and organizations rely on a wide spectrum of learning formats—from lectures and panels to outdoor challenges and escape rooms. To compare these options, we use the Engagement × Insight lens introduced earlier: do learners care (engagement) and do they change what they know or do (insight)?

Our comparative placement of methods is informed by peer-reviewed research on active learning, simulation-based instruction, problem/project-based learning, and coaching (see selected references). Results inevitably depend on design quality (clear objectives, feedback loops, assessment alignment) and facilitation (skilled debriefs, psychological safety, time on task).

Business simulations sit near the top-right of the map when they provide realistic decisions, immediate consequences, and structured debriefs. Well-designed simulations compress experience, surface causal links, and enable deliberate practice without operational risk.

Silega contributes to this tradition with academically grounded, field-tested simulations used by Fortune 500 companies and leading business schools. We did not invent simulations; our work stands on a long lineage that blends war-gaming, systems thinking, operations research, learning sciences, behavioral change, mathematics, game design, and modern technology. While “gamification” entered the vocabulary in 2002, the use of games for learning has centuries-old roots.

Outcome	Source
Increased interest and awareness of the importance of skills.	(Cousens et al, 2009)
Increased learning (knowledge and skills).	(Tompson & Dass, 2000)
Positive impact on self-control and self-esteem.	(Arias & Bustinza, 2009)
Students prefer simulation to textbook	(Cook & Swift, 2006)
High or very high degree of learning	(Battini et al, 2009)
Students think simulation is superior to traditional lecture-based teaching.	(Li et al, 2007)



What kind of learning intervention are you planning?



Painkiller

High urgency, heavy information load. Can produce short-term compliance but low engagement and limited transfer to practice.



Candy

Entertaining and energizing, yet light on deliberate practice. Positive affect spikes but effects fade quickly unless tied to objectives and follow-up.



Placebo

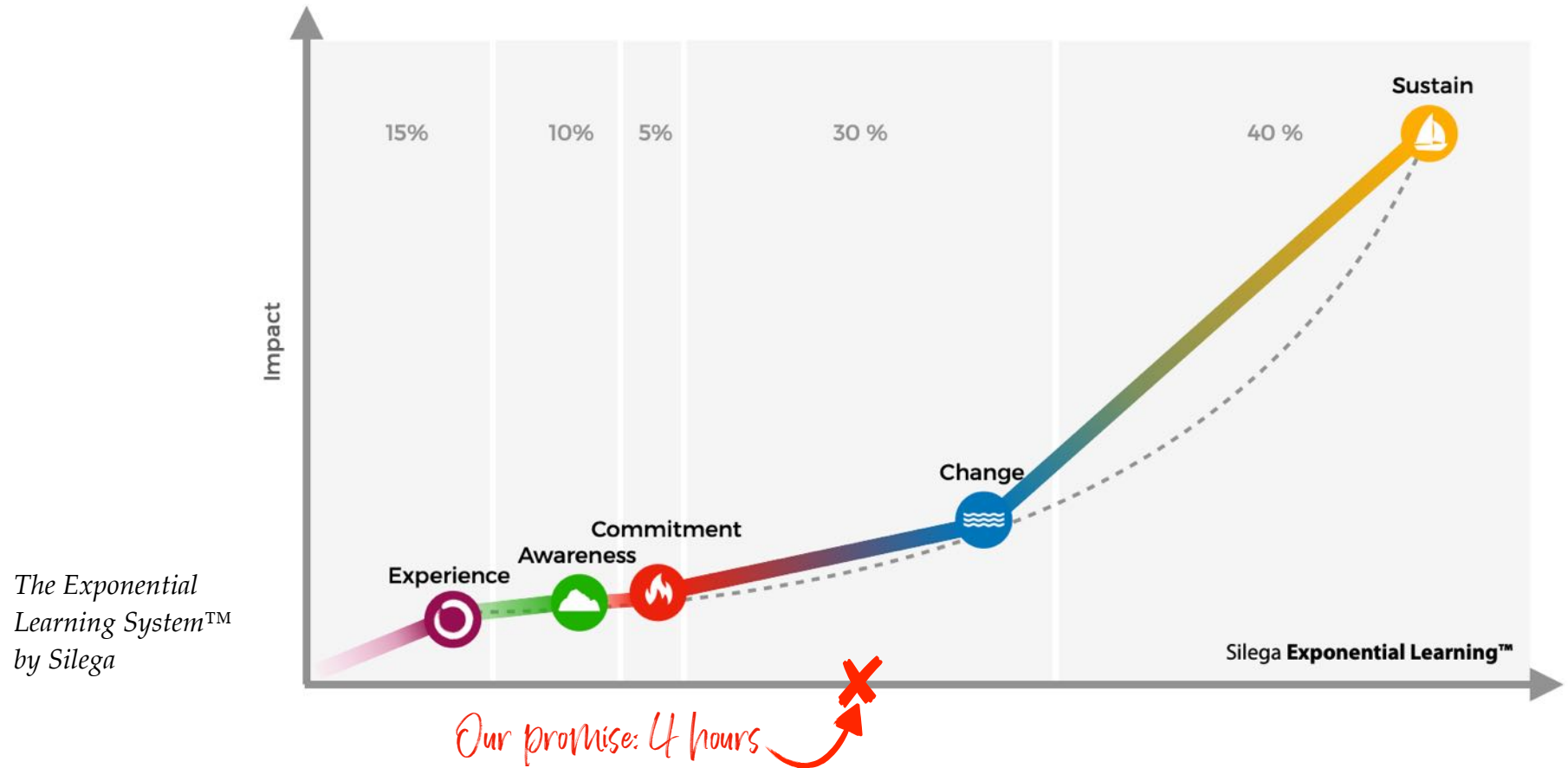
Activity without a clear learning mechanism (goals, feedback, assessment). Low likelihood of meaningful outcomes.



Vitamin

Evidence-informed design with active practice, feedback, structured debrief, and post-class application. High engagement and durable learning.

How Simulations Work



Stage	Experience	Awareness	Commitment	Change	Sustain
Main goal	Engage	Insights	Ownership	Challenge	Empower and reinforce
What is happening	Make decisions	Examine consequences, see the big picture	Create urgency	Apply immediately and quick gains	Transfer in real world
Example	Participate in a structured activity based on a mathematical model	Debrief what are the results from the actions taken. Use analogies to link simulation with real world examples	Plan how to use new knowledge in future situations	Use new knowledge and improve performance	Transfer and reinforce learning.

Frequently Asked Questions

Are simulations online, hybrid, or in-person?

All three: in-person (table-mat/board), browser-based Silega SimuLine™, and full-service online events via Silega PowerSim™.

How long does a simulation run?

From 60–90-minute sprints to 3–4-hour labs or multi-round capstones spread across a week; you choose the pace.

Do I or participants need to install any software?

No installs—our online sims run in modern browsers; in-person formats use physical kits we provide.

How large a class can I run?

Anywhere from small seminars to 100+ students using multiple “markets/industries” running in parallel.

Can a simulation be graded fairly? What do people grade?

Yes—combine performance metrics (KPIs), decision logs, and short reflections/presentations with rubrics to keep grading transparent.

How easy is it to learn to facilitate a simulation?

Very—faculty get a quick start guide, teaching slides, a practice round, and live support; most instructors are ready after a short onboarding.

Do sims support multiple languages?

Yes—English, Spanish, Portuguese, Mandarin, Arabic, and more; ask about your specific language.

When in the semester should I apply the simulation?

Most courses use Silega sims mid-to-late term after core theory; for freshmen/primers, a short diagnostic run in Week 1–3 also works.

How do I align a sim with Assurance of Learning (AoL) & accreditation?

We provide AoL-ready rubrics and exportable evidence (direct + indirect) mapped to typical program learning outcomes.

Can I integrate the sim in my LMS (Canvas, Blackboard, Moodle, Brightspace)?

Yes—via LTI links or simple grade exports (CSV); single-sign-on and gradebook passback are available on supported LMSs.

How do I handle academic integrity (including AI tools/cheat sites)?

Use variable scenarios and per-team parameters, assess process (decision rationale) plus outcomes, and include brief oral or written debriefs.

Can I customize the scenario to my syllabus?

Absolutely—tune complexity, timing, reports, and industry context; custom variants are possible for larger adoptions.

What if I only have 60–90 minutes?

Run a single-round sprint with a focused debrief or use a micro-scenario designed for short sessions.

Are sims mobile-friendly?

They run in modern browsers on laptops/tablets; phones work for most dashboards, though we recommend laptops for decisions.

Have more questions? Contact us—our team will help you pick and set up the ideal simulation for your course.

BUSINESS SIMULATIONS

Top 10 Best-Selling Programs

Our simulations at a glance



Silega Expedition™



*Strategic management,
operations planning, project
management*

A Mount-Everest planning and decision-making simulation that immerses students in strategic resource allocation, risk management and team coordination.



Silega Pulse™



*Accounting, finance,
business strategy*

A finance and accounting simulation that challenges students to run a company, interpret financial statements and make decisions that balance profit and cash flow.



Silega Cold War™



*Organizational behavior,
team dynamics, conflict
resolution*

A team-alignment simulation where students navigate trust, communication and inter-departmental conflicts to achieve a shared mission.



Silega Innova™



*Innovation management,
design thinking*

An innovation-laboratory simulation where students use design-thinking tools to generate, evaluate and implement creative business ideas.



Silega Commander™



*Leadership, organizational
culture, ethics*

A leadership and culture simulation in which students manage multiple types of organizational “wealth,” align teams around a vision and practice ethical influence.



Silega Activator™



*Change management,
organizational development*

A change-leadership simulation that lets students plan and lead technology, culture or restructuring initiatives while managing stakeholder communication and resistance.

Here, you can find a list of Silega's most frequently used programs for corporate events, conferences, and team-buildings. All are available online or in person. Group size might vary from five up to hundreds of participants simultaneously. You can find more information here: <https://silega.com/business-simulations/>



Silega Insights™



Data analytics, artificial intelligence

An AI and analytics simulation that gives students hands-on experience using machine-learning and data-visualization tools to drive data-driven decisions.



Silega Project Master™



Project management, risk management

A project-management simulation that recreates planning, scope, budgeting and stakeholder coordination under tight deadlines and resource constraints.



Silega Talent™



Human resource management, people analytics

A talent-management simulation where students apply evidence-based HR metrics and people analytics to recruit, develop and retain high-performing teams.



Silega Process Compass™



Operations and process management, lean management

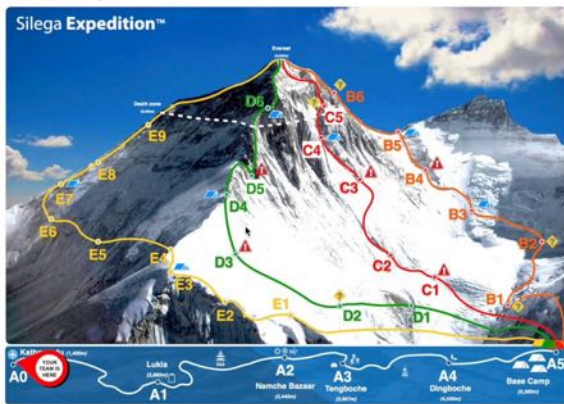
A process-improvement simulation where students redesign business processes to reduce waste, eliminate bottlenecks and align operations with strategy.







Decisions and map



Program:



Main topics:

- *Strategic management*
- *Operations planning*
- *Project management*

The experience:

Participants take on the role of expedition teams climbing Mount Everest, a high-stakes environment that forces them to evaluate multiple route options, allocate limited oxygen and supplies, and manage time. They must synthesize data on weather, terrain and team performance, anticipate risks and adjust plans in real time - an exercise in decision science and analytics. The simulation deliberately induces stress and uncertainty so that participants experience how cognitive biases and emotional factors influence their choices (neuroscience of decision-making).

Key learnings:

- Inspire and mobilize people under pressure
- Apply decision-analysis frameworks to weigh options under uncertainty
- Recognize how stress, emotions and group dynamics affect judgment
- Improve business planning and strategy
- Integrate data-driven insights to optimize resource allocation
- Inspire commitment under pressure

Aligned with:

Fred R. David & Forest R. David, Strategic Management;
R. Duane Ireland, Robert E. Hitt & Michael A. Hoskisson, Strategic Management;
Michael E. Porter, Competitive Strategy.

Duration:

3–8 hours (light to extended versions)

Number of participants:

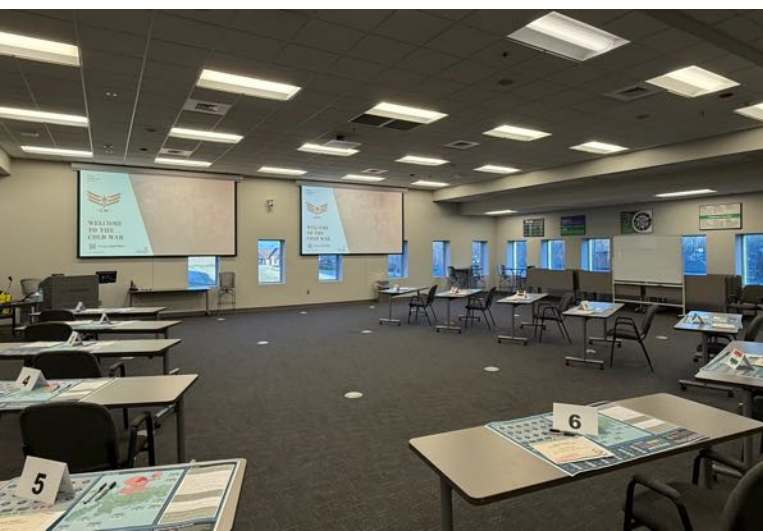
5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-expedition/>

2





Program:



Main topics:

- *Organizational behavior*
- *Team dynamics*
- *Conflict resolution*

The experience:

Team-alignment simulation set over six intense “months” where cross-functional teams face scarce resources, ambitious targets, ego-driven conflicts, and breakdowns in trust and communication; the escalating scenario makes visible how misalignment erodes productivity and then forces teams to rebuild alignment through deliberate coordination and shared information flows

Key learnings:

- Improve interdepartmental alignment
- Resolve conflicts
- Enhance team productivity
- Distribute roles effectively
- Improve communication and trust
- Align team strategy with organizational strategy

Aligned with:

Stephen P. Robbins & Timothy A. Judge , Organizational Behavior
J. Richard Hackman, Leading Teams
Jon R. Katzenbach & Douglas K. Smith, The Wisdom of Teams

Duration:

3–8 hours (light to extended versions)

Number of participants:

10–120 simultaneously

More information:

<https://silega.com/business-simulations/silega-cold-war/>



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LEGISLATIVE COUNCILS

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SAFETY FOCUS
EMPOWERING THE EFFORTS OF INDIVIDUALS
WORKING TOWARD A SHARED GOAL

Collaboration
EMPOWERING THE EFFORTS OF INDIVIDUALS
WORKING TOWARD A SHARED GOAL

Builder
Consistent growth
and steady performance increases
along with complete
control of the
entire project

Administrative
Efficiency and Safety
The product
of the
entire project

\$1M
Sillegga

\$2M

Open ecosystem
entirety or
an individual
by
able
in to those



Program:



Main topics:

- *Leadership*
- *Organizational culture*
- *Emotional intelligence*

The experience:

A fast-paced leadership lab where your team pilots a “live” organization through successive business years and sees—immediately—how specific leadership behaviors ripple into culture, trust, and results. You’ll experiment with leadership styles, align people around a shared vision and values while making real trade-offs under pressure. The simulation spotlights competencies like decision making, motivating others, strategic agility, managing through systems, ethics and values, and helps leaders build a common language for how they lead—today and as conditions change.

Key learnings:

- Inspire shared vision
- Understand how decisions shape business reality
- Create positive cultural change
- Develop common language and shared objectives
- Empower employees

Aligned with:

Peter G. Northouse, *Leadership: Theory and Practice*
 Gary Yukl, *Leadership in Organizations*
 James M. Kouzes & Barry Z. Posner, *The Leadership Challenge*

Duration:

3–4 hours

Number of participants:

10–60+ simultaneously

More information:

<https://silega.com/business-simulations/silega-commander/>

Factory Manager

Silega

Operations Manager

Silega

Silega Pulse™

BUSINESS ACUMEN



PROVIDERS



OPERATION

Warehouse

Factory

Packaging

Distribution

Property

Plant & Equipment

GOVERNMENT

Y0

Y1

Y2

Y3

Y4

SHORT TERM DEBT



CREDITORS

Y0

Y1

Y2

Y3

Y4

LONG TERM DEBT



OWNERS

Y0

Y1

Y2

Y3

Y4

EQUITY



TAXES - 25% OF EARNINGS BEFORE TAXES

INTERESTS - 10% FROM LONG TERM DEBT

PROFIT

Y0

Y1

Y2

Y3

Y4

Silega Pulse™

Checklist

Year 3



Program:



Main topics:

- *Financial statements and accruals*
- *Revenue recognition*
- *Cash flow and ratio analysis*

The experience:

Hands-on business simulation where participants run a company for four simulated years, making decisions on pricing, customers, inventory and operations while analyzing financial statements.

Key learnings:

- Read and connect the income statement, balance sheet, and cash-flow statement
- Recognition principles for revenues and expenses
- Financial statement analysis: trends and common-size views; core ratios for profitability, liquidity, and solvency; basics of earnings quality
- Cash-flow statement interpretation (operating, investing, financing) and the bridge from earnings to cash

Aligned with:

Robert S. Kaplan & Anthony A. Atkinson, Advanced Management Accounting
K. R. Subramanyam, Financial Statement Analysis
Richard A. Brealey, Stewart C. Myers & Franklin Allen, Principles of Corporate Finance

Duration:

3–8 hours (light to extended versions)

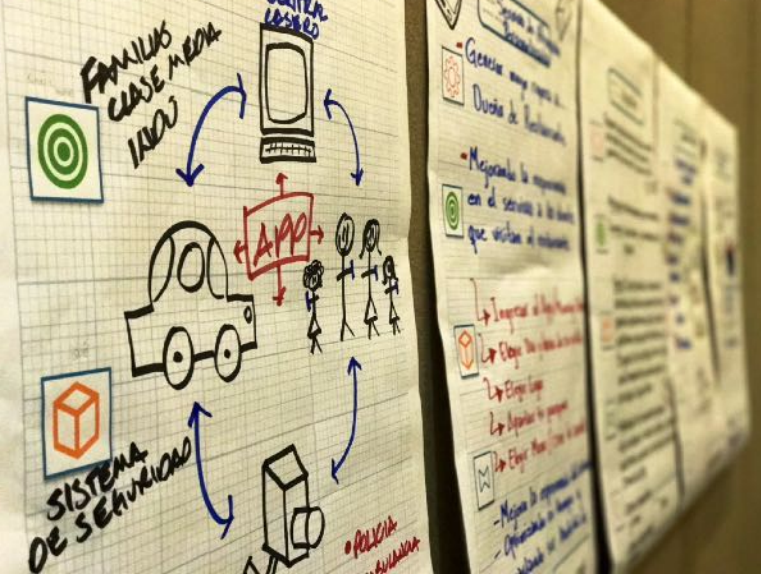
Number of participants:

5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-pulse/>





Program:



Main topics:

- *Innovation management*
- *Design thinking*
- *Entrepreneurship*

The experience:

Innovation lab simulation using cards and action-plan tools to guide participants through ideation, evaluation and implementation of creative business ideas.

Key learnings:

- Develop innovation culture and competencies
- Accelerate new product creation
- Craft and implement innovative strategies
- Respond to customer needs
- Improve product design and reduce costs
- Generate realistic implementation plans

Aligned with:

Clayton M. Christensen, *The Innovator's Dilemma*
 Tim Brown, *Change by Design*
 Alexander Osterwalder & Yves Pigneur, *Business Model Generation*

Duration:

3–8 hours (light to extended versions)

Number of participants:

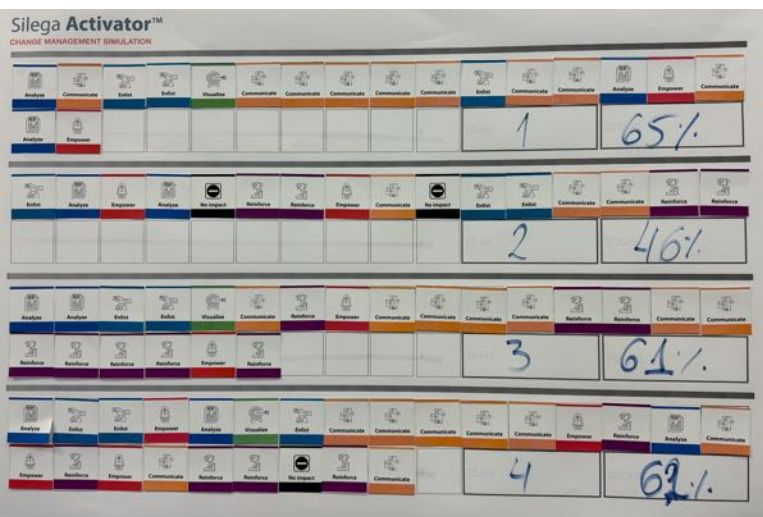
5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-innova/>

Silega Activator™
CHANGE MANAGEMENT SIMULATION

The image shows a person's hands interacting with a tablet. The tablet screen displays a mobile application interface with a blue background. At the top left, the URL 'www.sleep.com' is visible. The app features three main sections: a top section with a woman's face and the text 'Sleep Assistant', a middle section with a green and red geometric design and the word 'Verify', and a bottom section with a yellow square and the text 'Get Help'. A hand is holding a pencil and pointing at the 'Get Help' button. The background consists of a grid of data tables with columns labeled 'Decision', 'Time', 'Budget', and 'Buy-In'. The tables contain numerical data and percentages, such as '0 / 78', '6 / 500,000', and '3% / 65%'.



Program:



Main topics:

- *Change management*
- *Leading change*
- *Organizational communication*

The experience:

Change-management “live-fire” simulation where teams lead a realistic transformation (tech, process, culture or org). Every move-messaging, sequencing, sponsorship, training, incentives-triggers real-time feedback on adoption, sentiment, and risk. Participants must diagnose readiness, manage stakeholders, overcome resistance, fix poor or noisy communication, and keep momentum using measurable feedback loops.

Key learnings:

- Identify types and stages of change
- Perform readiness assessments
- Create communication strategies
- Manage resistance
- Measure change effectiveness
- Manage risk and complexity
- Learn from common reasons for failure

Aligned with:

John P. Kotter, Leading Change
Jeffrey M. Hiatt, ADKAR: A Model for Change in Business
William Bridges, Managing Transitions

Duration:

3–8 hours (light to extended versions)

Number of participants:

5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-activator/>



Cost reduction



Customer experience



Time Series Data



Static Data



Streaming and Real-Time Data



Unstructured Data



Classification



Clustering



Anomaly Detection



Descriptive Insights



Operational Efficiency



Innovation



Regression



Forecasting



Association Rules



Diagnostic Insights



Reinforcement Learning



Generative Insights



Target Variables



Problem Statement



Web Scraping



APIs
(Application Programming Interfaces - APIs)



Data Scanner



Internal Data



Ethical AI



Explainability in AI



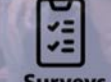
Model Evaluation



Sensitivity Analysis



Hypothesis



Surveys



Feature Engineering



Dimensionality Reduction



Data Splitting



Model Training



Hyperparameter Tuning



Feature Selection



Scenario Planning



Noise Handling



Normalization



Data Validation



Exploratory Data Analysis (EDA)



Visualization and Storytelling



Data Sampling



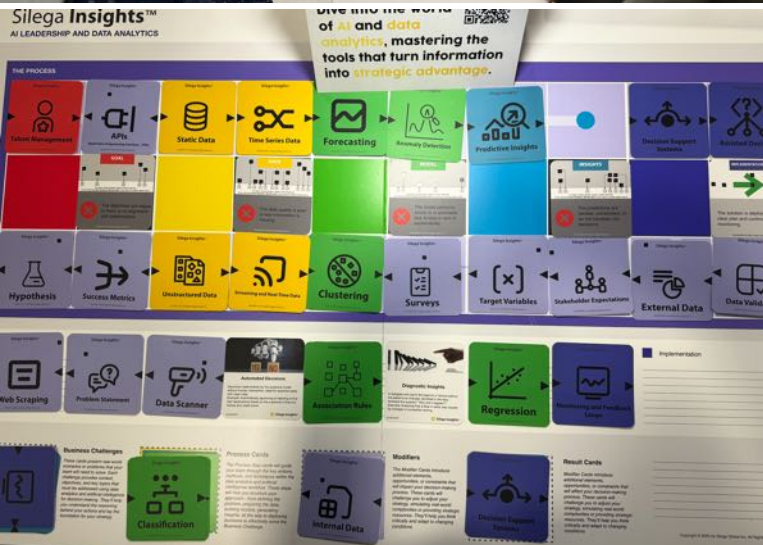
Data Cleaning



External Data



Pilot Validation



Program:



Main topics:

- *Data analytics*
- *Artificial intelligence*
- *Information systems*

The experience:

AI and data analytics simulation where leaders explore AI history, algorithms, real-world applications and the four pillars of data analytics, then apply AI tools to business functions and build an integration plan.

Key learnings:

- Master AI and data analytics
- Debunk myths
- Apply AI strategies to enhance efficiency and innovation
- Balance human leadership and technology
- Interpret and communicate data
- Develop action plans for ethical AI adoption

Aligned with:

Foster Provost & Tom Fawcett, Data Science for Business
 Thomas H. Davenport & Jeanne G. Harris, Competing on Analytics
 Stuart Russell & Peter Norvig, Artificial Intelligence: A Modern Approach

Duration:

3–8 hours (light to extended versions)

Number of participants:

5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-insights/>

dynamics of talent management, transforming HR strategies into measurable outcomes.

THE ORGANIZATION

PRODUCTION MANAGER

David Johnson

Key Skills: Team Management, Employee Relations, Policy Development

"The personality about helping people grow."

\$9

LOGISTICS MANAGER

Johnathan O'Leary

Key Skills: Supply Network, Process Improvement, Compliance

"The commitment, enough team's time for improvement."

\$7

MARKETING MANAGER

Finance Team

Key Skills: Financial Analysis, Cost Control, Risk Management

"The efficient, our financial disrupts our work."

\$21

SALES MANAGER

James Williams

Key Skills: Team Motivation, Performance Management, Staff Training

"I feel valued, but I've never grown further."

\$6

FINANCE MANAGER

Production Team

Key Skills: Process Optimization, Quality Control, Compliance

"The efficient, our financial disrupts our work."

\$52

HR MANAGER

Anna Sokolov

Key Skills: Employee Relations, Performance Management, Recruitment Strategy

"I'm trying to help employees in their work."

\$9

PRODUCTION SUPERVISOR

Ethan Parker

Key Skills: Team Management, Policy Development, Change Management

"I'm trying to help employees in their work."

\$25

LOGISTICS SUPERVISOR

Ethan Parker

Key Skills: Supply Network, Process Improvement, Compliance

"The commitment, enough team's time for improvement."

\$7

BRAND ASSISTANT MANAGER

Carlos Hernandez

Key Skills: Brand Strategy, Marketing, Customer Engagement

"I'm trying to help employees in their work."

\$10

SALES MANAGER

John Wilson

Key Skills: Team Motivation, Performance Management, Staff Training

"I feel valued, but I've never grown further."

\$11

FINANCE MANAGER

Maria Lopez

Key Skills: Financial Analysis, Cost Control, Risk Management

"The efficient, our financial disrupts our work."

\$8

HR MANAGER

Robert Davis

Key Skills: Employee Relations, Performance Management, Recruitment Strategy

"I'm trying to help employees in their work."

\$11

TEAM LEADER

Jamal Carter

Key Skills: Team Management, Policy Development, Change Management

"I'm trying to help employees in their work."

\$16

LOGISTICS SUPERVISOR

Ethan Parker

Key Skills: Supply Network, Process Improvement, Compliance

"The commitment, enough team's time for improvement."

\$7

BRAND ASSISTANT MANAGER

Carlos Hernandez

Key Skills: Brand Strategy, Marketing, Customer Engagement

"I'm trying to help employees in their work."

\$10

SALES MANAGER

John Wilson

Key Skills: Team Motivation, Performance Management, Staff Training

"I feel valued, but I've never grown further."

\$11

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Maria Lopez

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"The efficient, our financial disrupts our work."

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HR MANAGER

Robert Davis

Key Skills: Employee Relations, Performance Management, Recruitment Strategy

"I'm trying to help employees in their work."

\$11

PRODUCTION TEAM

Jamal Carter

Key Skills: Team Management, Policy Development, Change Management

"I'm trying to help employees in their work."

\$16

LOGISTICS TEAM

Ethan Parker

Key Skills: Supply Network, Process Improvement, Compliance

"The commitment, enough team's time for improvement."

\$7

BRAND ASSISTANT TEAM

Carlos Hernandez

Key Skills: Brand Strategy, Marketing, Customer Engagement

"I'm trying to help employees in their work."

\$10

SALES TEAM

John Wilson

Key Skills: Team Motivation, Performance Management, Staff Training

"I feel valued, but I've never grown further."

\$11

FINANCE TEAM

Maria Lopez

Key Skills: Financial Analysis, Cost Control, Risk Management

"The efficient, our financial disrupts our work."

\$8

HR TEAM

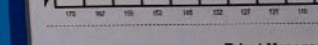
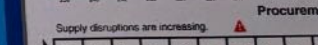
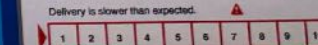
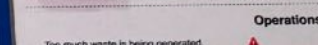
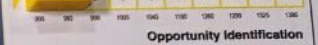
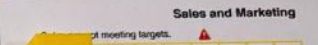
Robert Davis

Key Skills: Employee Relations, Performance Management, Recruitment Strategy

"I'm trying to help employees in their work."

\$11

PRODUCTIVITY



ENGAGEMENT



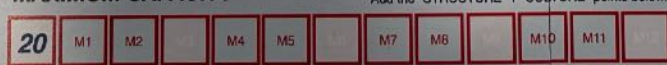
STRUCTURE



CULTURE



MAXIMUM CAPACITY



DECISION LOG

Decision #	Engagement points	Total
1	1000	49
2	1000	
3	1000	
4	1000	
5	1000	
6	1000	
7	1000	
8	1000	
9	1000	
10	1000	
11	1000	
12	1000	
13	1000	
14	1000	
15	1000	
16	1000	
17	1000	
18	1000	
19	1000	
20	1000	



Program:



Main topics:

- *Human resource management*
- *People analytics*
- *Performance management*

The experience:

Research-based simulation where teams compete to manage talent by ensuring people have the right skills and HR practices operate properly while facing engagement challenges.

Key learnings:

- Understand talent metrics and analytics
- Learn research findings on motivation
- Development, pay and career management
- Estimate ROI of talent initiatives
- Apply frameworks for recruitment, appraisal, compensation and promotion
- Design effective talent processes and link people policies to business outcomes

Aligned with:

Gary Dessler, Human Resource Management
Raymond Noe, John Hollenbeck, Barry Gerhart & Patrick Wright, Fundamentals of Human Resource Management
John W. Boudreau & Peter M. Ramstad, Beyond HR: The New Science of Human Capital

Duration:

3–8 hours (light to extended versions)

Number of participants:

5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-talent/>





Program:

 **Silega Project Master™**

Main topics:

- *Project management*
- *Operations management*
- *Risk management*

The experience:

Project-management simulation that covers planning, scope, budget control, communication, staffing, quality and metrics; participants contend with deadlines, information gaps, resource shortages and external pressures while competing for maximum business value.

Key learnings:

- Build and maintain project schedules and budgets
- Improve cost control
- Create common vocabulary
- Monitor status and completion
- Recognize and avoid common pitfalls
- Communicate effectively with stakeholders
- Solve project problems
- Think under pressure
- Develop plans and manage risks
- Manage changes and team dynamics

Aligned with:

Harold Kerzner, Project Management: A Systems Approach to Planning, Scheduling, and Controlling
Project Management Institute, A Guide to the Project Management Body of Knowledge – PMBOK® Guide
Clifford F. Gray & Erik W. Larson, Project Management: The Managerial Process

Duration:

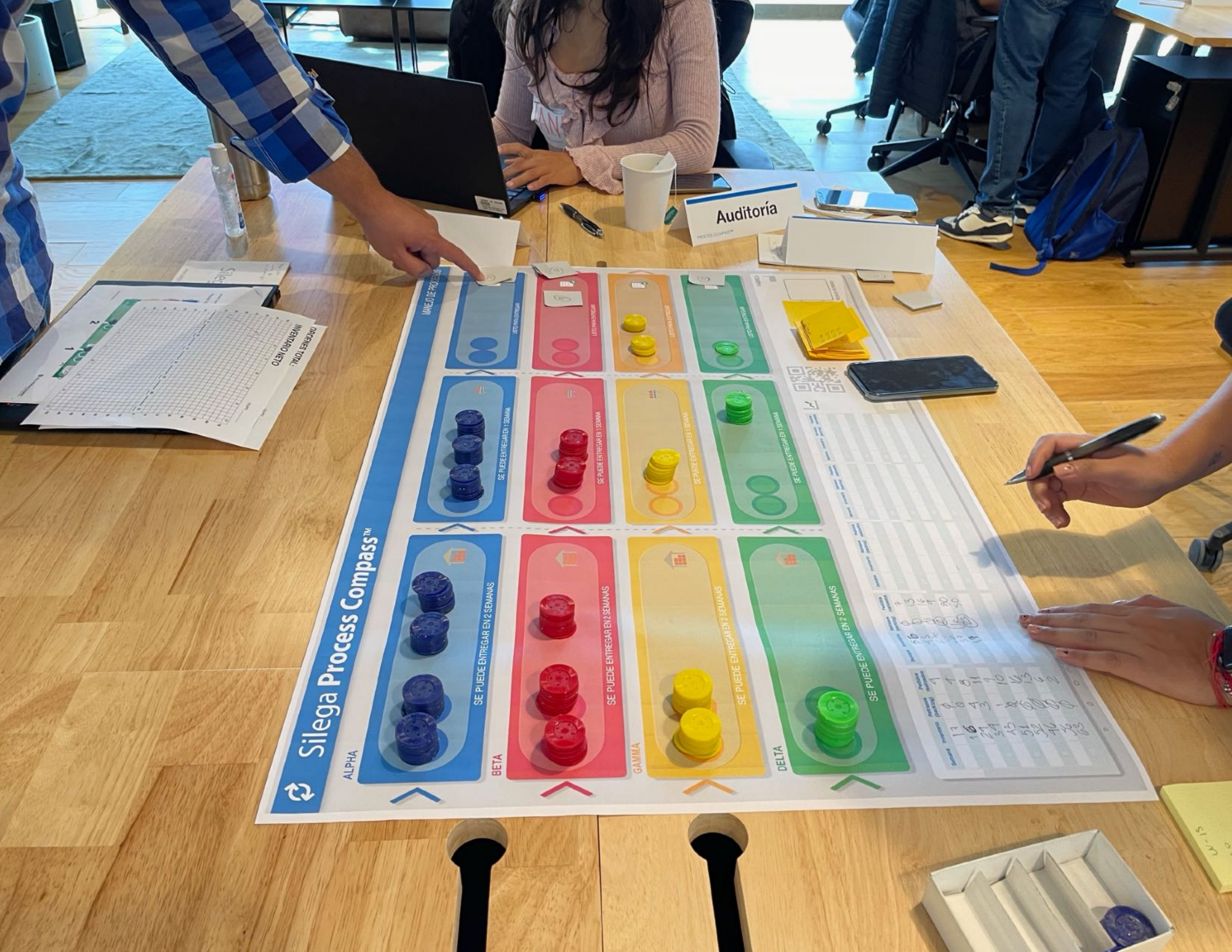
3–8 hours (light to extended versions)

Number of participants:

5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-project-master/>



Auditoría

Silega Process Compass™

ALPHA

BETA

GAMMA

DELTA

SE PUEDE ENTREGAR EN 2 SEMANAS

SE PUEDE ENTREGAR EN 2 SEMANAS

SE PUEDE ENTREGAR EN 2 SEMANAS

SE PUEDE ENTREGAR EN 2 SEMANAS

SE PUEDE ENTREGAR EN 1 SEMANA

SE PUEDE ENTREGAR EN 1 SEMANA

SE PUEDE ENTREGAR EN 1 SEMANA

SE PUEDE ENTREGAR EN 1 SEMANA

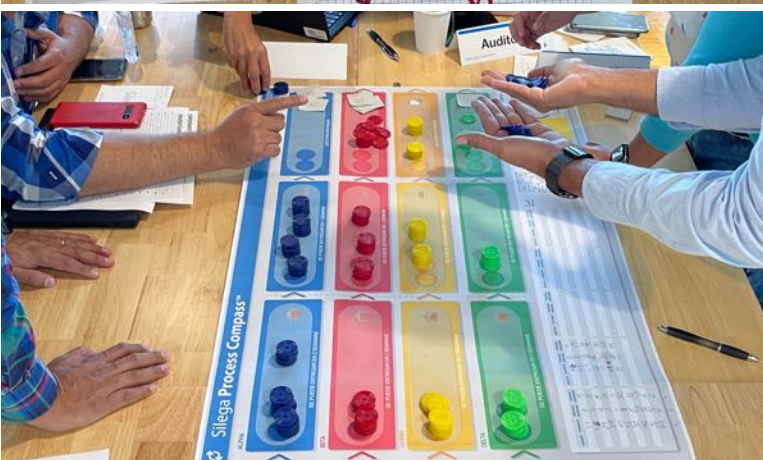
SE PUEDE ENTREGAR

SE PUEDE ENTREGAR

SE PUEDE ENTREGAR

SE PUEDE ENTREGAR

Proyecto		Proyecto		Proyecto		Proyecto	
Nombre	Estado	Nombre	Estado	Nombre	Estado	Nombre	Estado
1	1	2	2	3	3	4	4
5	5	6	6	7	7	8	8
9	9	10	10	11	11	12	12
13	13	14	14	15	15	16	16
17	17	18	18	19	19	20	20
21	21	22	22	23	23	24	24
25	25	26	26	27	27	28	28
29	29	30	30	31	31	32	32
33	33	34	34	35	35	36	36
37	37	38	38	39	39	40	40
41	41	42	42	43	43	44	44
45	45	46	46	47	47	48	48
49	49	50	50	51	51	52	52
53	53	54	54	55	55	56	56
57	57	58	58	59	59	60	60
61	61	62	62	63	63	64	64
65	65	66	66	67	67	68	68
69	69	70	70	71	71	72	72
73	73	74	74	75	75	76	76
77	77	78	78	79	79	80	80
81	81	82	82	83	83	84	84
85	85	86	86	87	87	88	88
89	89	90	90	91	91	92	92
93	93	94	94	95	95	96	96
97	97	98	98	99	99	100	100



Program:



Main topics:

- *Operations and process management*
- *Lean management*
- *Quality management*

The experience:

Process-management simulation where participants operate competing retail companies for three simulated months, taking roles in service, operations, sales, finance or logistics. They face uncertain demand, misalignment, bottlenecks, costs and waste and must redesign processes to align with strategy.

Key learnings:

- Improve productivity
- Reduce costs and waste
- Improve customer satisfaction
- Eliminate silo thinking
- Align operations with strategy
- Maintain process consistency and control
- Improve communication
- Understand process flows and the link between people, technology and processes
- Monitor and manage processes
- Set optimization targets and reduce waste

Aligned with:

James P. Womack & Daniel T. Jones, *Lean Thinking*
William J. Stevenson, *Operations Management*

Duration:

3–8 hours (light to extended versions)

Number of participants:

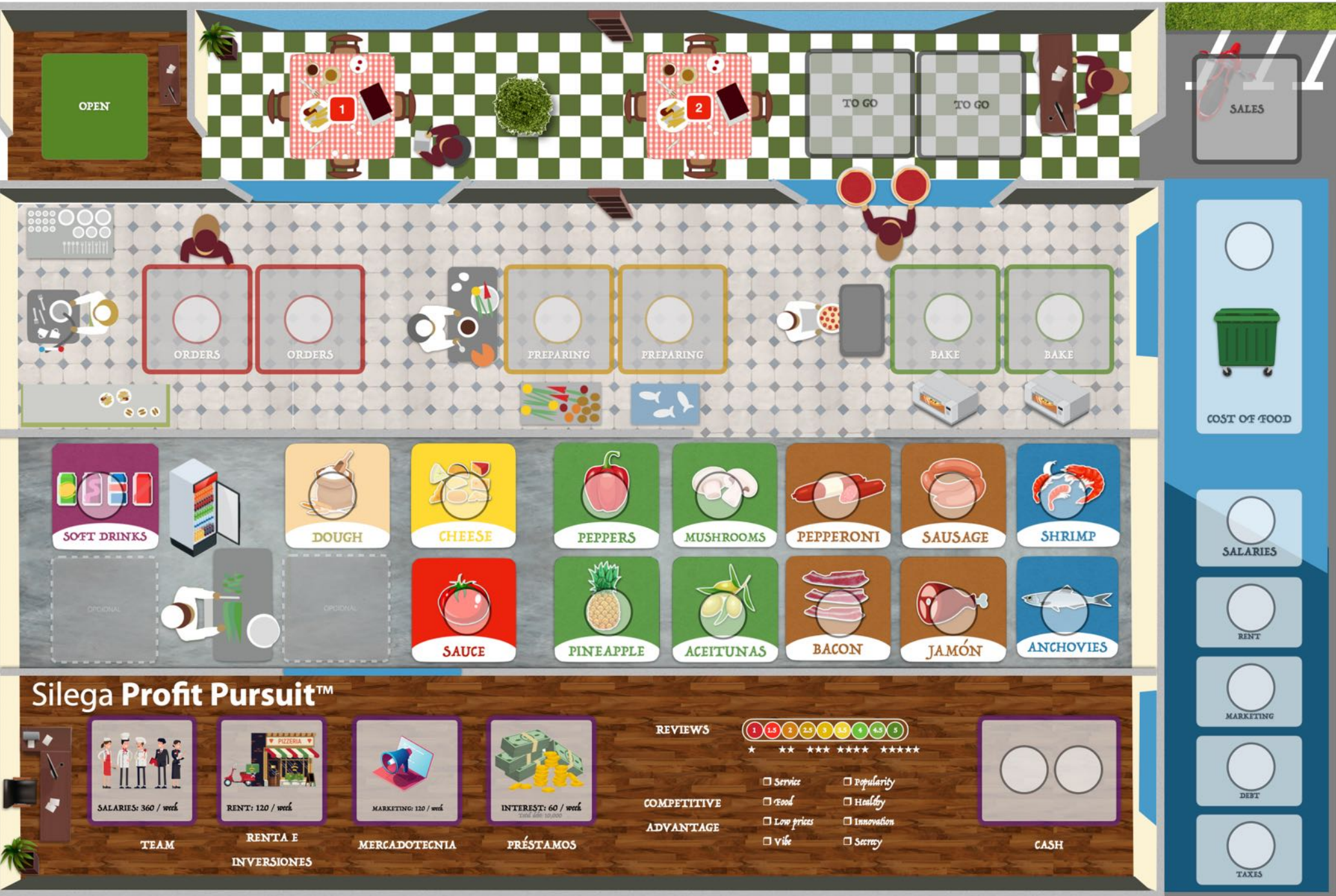
5–500+ simultaneously

More information:

<https://silega.com/business-simulations/silega-process-compass/>

CUSTOM SIMULATIONS

Custom-Made and Special Programs





What will you offer to this customer?



Telephone



Email



Agenda



Tasks



CRM

Day 1 14:10

i Execution 27%

i Teamwork 42%

i Control 87%

i Learning 31%

i Service 85%



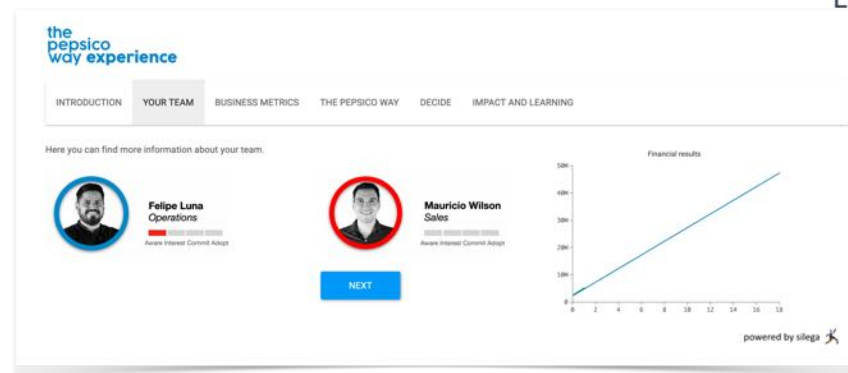
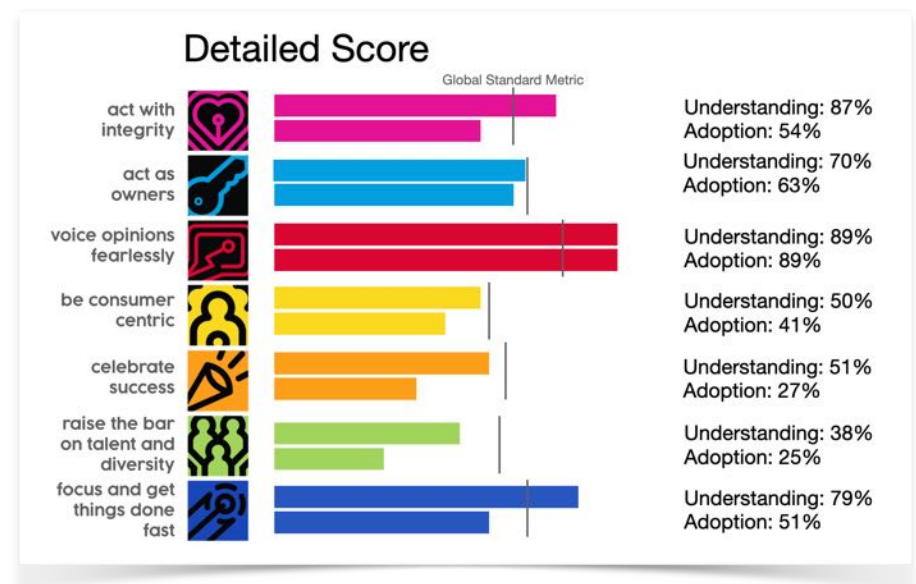
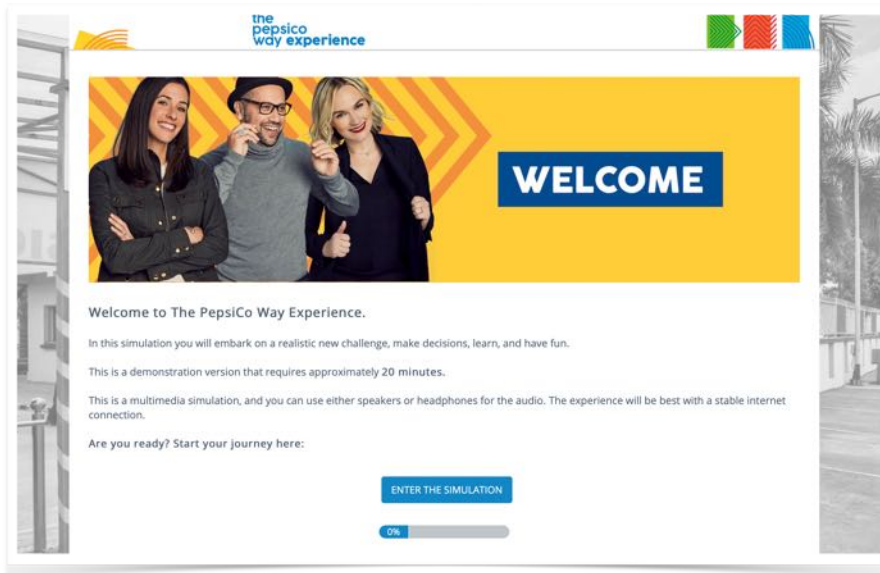
i Sales



i PRODUCTS

	GOAL	%
Checking	210	42%
Credit	80	36%
Investment	40	71%
Insurance	60	50%

Living in BranchTM online



Weeks Used



Financial Goal



The PepsiCo Way Adoption



Three options for your simulation

We offer three delivery formats so you can match reach, depth, and logistics:

In-person simulations (table-mat format). Immersive, facilitator-led workshops using physical boards and round-by-round debriefs. Ideal for high-energy learning, leadership offsites, and team alignment.

Silega SimuLine™ (online). Our most accessible option. Browser-based role-play and storytelling that scales to large populations. Great for frontline and whole-organization rollouts with clear measurement and commitment checkpoints to reinforce behavior change.

Silega PowerSim™ (online). World-class engine for depth. Discrete + system-dynamics models with real multiplayer. Designed for high-fidelity business acumen, strategy trade-offs, and robust analytics.

	In-person simulations	Silega SimuLine™	Silega PowerSim™
	<i>Immersive table-mat workshops with full-service follow-up.</i>	<i>Scalable online role-play.</i>	<i>Advanced multiplayer system-dynamics for high-fidelity decisions.</i>
Built on Silega's Exponential Learning System (ELST™)	✓	✓	✓
Research-based; valid mathematical model	✓	✓	✓
High engagement, learning-by-doing	✓	✓	✓
Delivery mode	Face-to-face, facilitator-led	Browser-based online	
Best use case	Immersive learning	Skill development at scale	Deep, high-fidelity business acumen and strategy learning
Type of simulation	Table-mat/board	Role-play & storytelling	Discrete & system-dynamics models
Gameplay	Real teams, competitive or collaborative	Single-player or synchronous team play; competitive	Real multiplayer; competitive or collaborative
Variables that can be simulated	Varies by product.	Up to 10	More than 100
Typical session length	3–8 hours (single day format)	Flexible micro-to-short sessions	From short modules to multi-round programs
Scalability	10–500+ participants in a room	Capacity for more than 100,000 participants	

Facilitator Success Kit



A turnkey bundle with the Leader's Guide, editable slides, run-of-show cues, participant packs, assessments, debrief tools, tech templates (LMS/ virtual boards), scoring dashboards, and print-ready game files-plus Train-the-Trainer certification and ongoing updates/support-so you can run the simulation flawlessly, measure impact, and drive real on-the-job transfer.

Facilitator core kit	
Facilitator's Guide (Teaching note)	■
PowerPoint presentation	■
Quick-start cheat sheet	■
Debrief guide	■
Train-the-Trainer	■
Participant materials	
Participant workbook	■
Printable game components (cards, boards, mats)	■
Digital participant pack*	■
Assessment & analytics	
Pre/post knowledge tests	■
Behavioral observation rubrics	■
Data capture sheets & logs*	■
Simulation evaluation	■
Digital assets	
Cloud-based business simulation*	■
Platform setup guides*	■
Facilitator dashboard & scoring spreadsheet*	■
Portal access & license keys (admin + learner)*	■

Learning transfer	
30-60-90 action plan templates	■
Coaching guide	■
Microlearning follow-ups	■
Simulation marketing	
One-pager & brochure templates	■
Proposal templates	■
Case studies & client quotes pack	■
Demo video	■
Brand assets	■
Logistics	
Room layout & A/V specs	■
Materials checklist	■
Print-and-play files	■
Ongoing support	
Support access	■
Version updates	■

* Online simulations only



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www.silega.com