

LEADERSHIP & STRATEGY SIMULATION

One of the largest global car rental companies is targeting new markets.

How can strategy development and complexity management be conveyed through an interactive leadership development program?



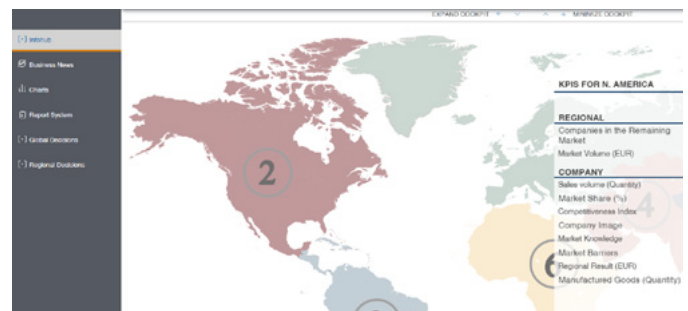
CLIENT CHALLENGE

- ▶ An international mobility provider within the car rental and leasing business targets a better utilization of its existing global presence in more than 100 countries.
- ▶ The company aims to train its leaders in an interactive way in the area of value and complexity management as well as strategy execution, within the Leadership Excellence Program.
- ▶ The target group (executive managers) needs to be prepared to take over additional responsibilities. A further goal is retention of these key talents.
- ▶ The focus of the training is strategic planning and execution.
- ▶ Executive managers should experience the link between operational and strategic management techniques in a realistic and practical way and thus improve the quality of their decision-making and performance.



VALUE FOR THE CLIENT

- ▶ Usage and application of company-relevant key figures (KPIs) and control variables.
- ▶ Experiencing the impact of short-, medium- and long-term investment decisions.
- ▶ Complete implementation of a strategy development and its transformation using the TOPSIM – Leadership & Strategy Simulation.
- ▶ Combination of leadership, complexity management, team dynamics and business management.



OUR SOLUTION

- ▶ The TOPSIM – Leadership & Strategy Simulation portrays business processes and business indicators and makes them available and perceptible in a gamified way.
- ▶ In addition, participants are experiencing entrepreneurial thinking and behavior in a team-setup.
- ▶ Within teams, executive Managers took over the management of distinct companies and promoted their global expansion.



FORMAT

- ▶ TOPSIM – Leadership & Strategy Simulation
- ▶ 2 Days On-site Classroom Training + Innovative Blended Learning Option



IMPACT

- ▶ *Positive overall impression of 100% of the participants.*
- ▶ *Very high recommendation rate.*
- ▶ *Implementation of the TOPSIM – Leadership & Strategy Simulation into the company's training concept.*

BLENDED

CUSTOMIZED

AUTOMOTIVE

LEADERSHIP DEVELOPMENT