



BUSINESS SIMULATION

IN PARTNERSHIP WITH HANG SENG

ACTUALIZEHK.COM

An Actualize program



BUSINESS SIMULATION

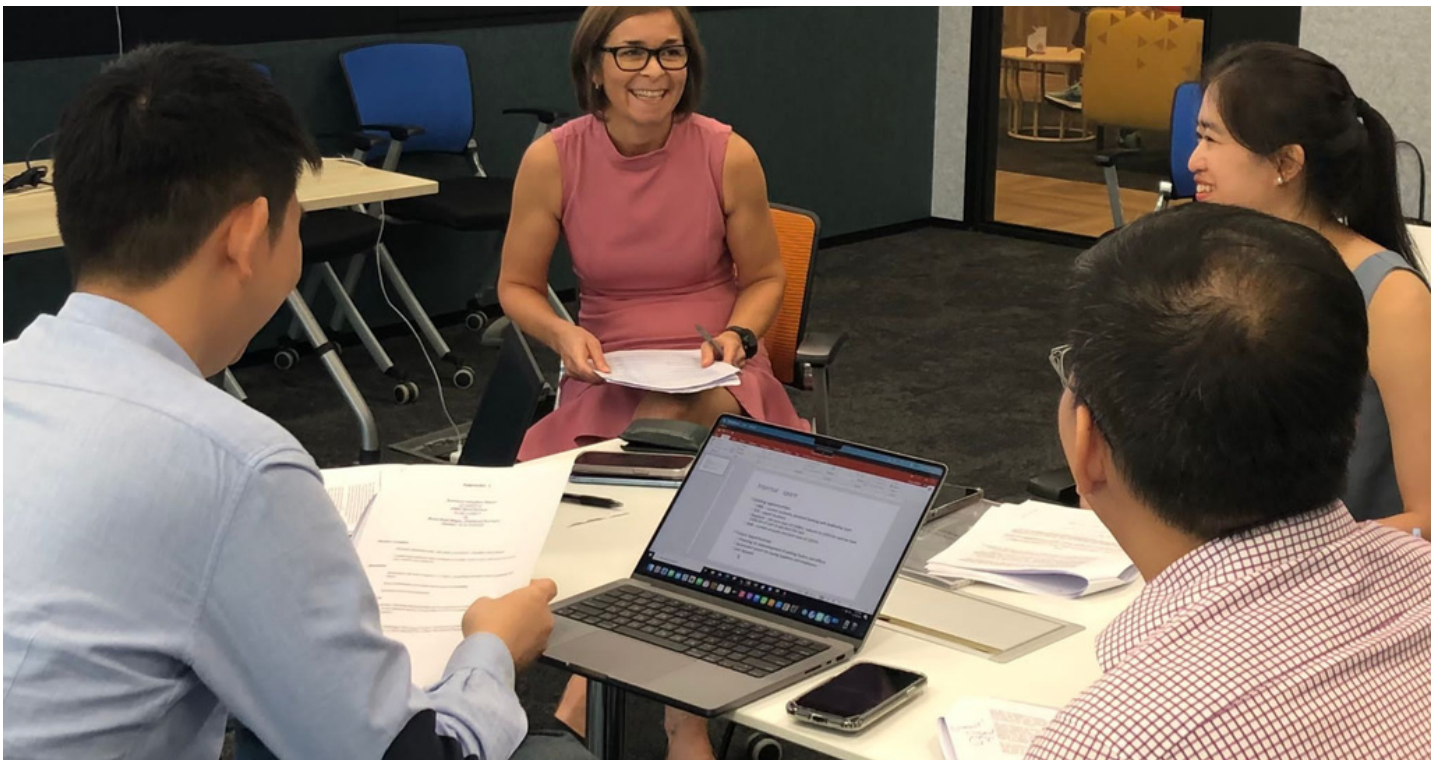
WHAT IS IT?



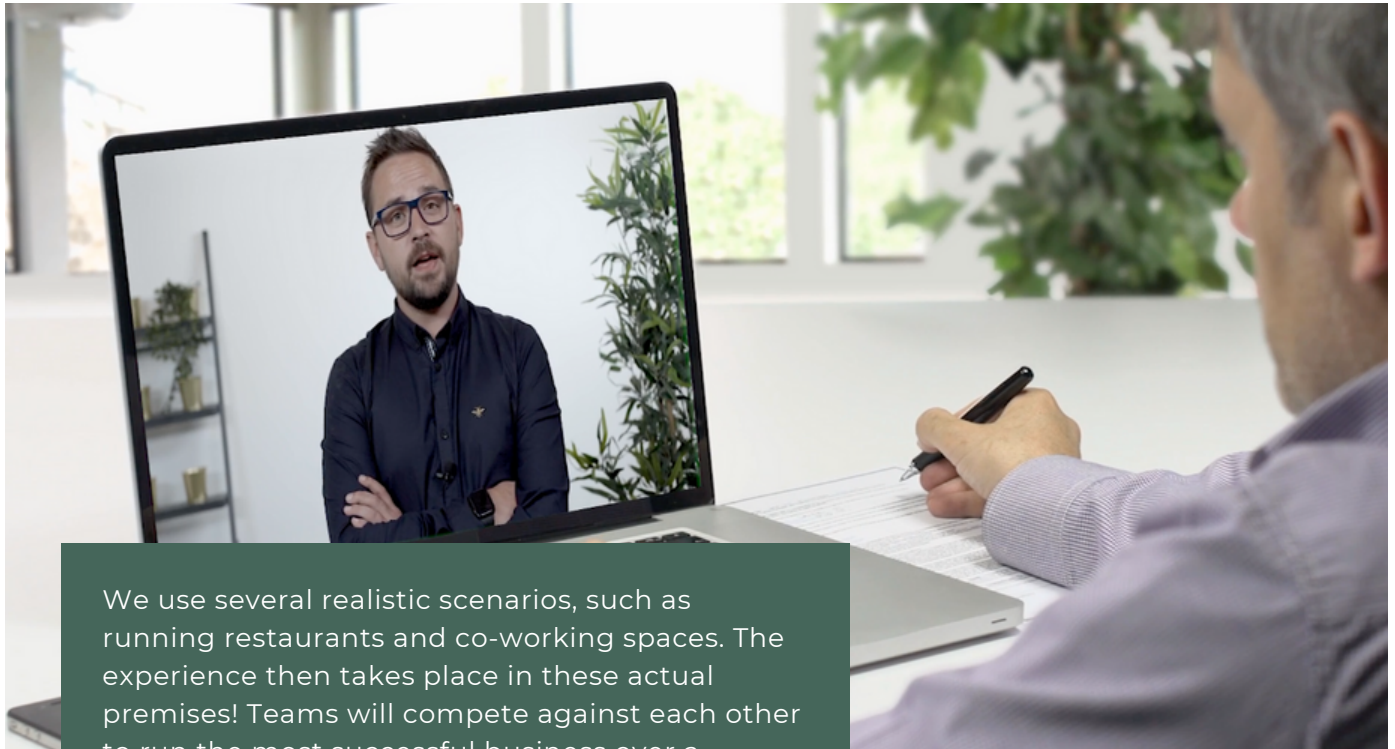
Our unique Business Simulation is an unforgettable experience tailored for High Potential Talent . It's designed to be extremely challenging and engaging throughout and can be run virtually (3 x 3 hours) or in-person over 2 days.

The purpose of our simulations is to challenge participants in areas determined as developmental opportunities by our clients, such as:

- handling difficult situations
- creating a clear central message
- managing team dynamics
- influencing others



WHAT DOES IT LOOK LIKE?



We use several realistic scenarios, such as running restaurants and co-working spaces. The experience then takes place in these actual premises! Teams will compete against each other to run the most successful business over a simulated year.

From detailed case studies, the teams need to create a vision, a brand identity and a marketing plan. They will engage with existing customers, staff members, suppliers and even the Press. There are unexpected curve balls throughout – all done against the clock!

On the final day, the team makes a formal presentation detailing the highs and lows of their experience and what they have learned.

Finally, each participant receives personalised feedback on their performance. A report is created to enable key learnings to be applied.



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How is it Different?

We deliberately take participants out of their comfort zone. We focus on **testing current abilities** as well as creating developmental, future-focused learning opportunities.

Our unique approach uses professional role players to create a range of realistic experiences. Hosting the participants in a real venue that mirrors the simulation creates a truly immersive, transformational experience.



What are the Outcomes?

The learning experiences include:

- Strategic Thinking
- Difficult conversations with staff, customers and stakeholders
- Sales and Negotiation
- Crisis Management
- Presentation Skills
- Collaboration

How can you get **Involved?**



OPTION 01

We run tailored 3 x 3 hour virtual simulations with a minimum of 12/maximum of 36 participants.

OPTION 02

We run face-to-face simulations over 2 days in real business locations with a minimum of 12/maximum of 36 participants.

