



The Strategy Execution Simulation

In this fast-paced multiplayer simulation, participants take over a company managing two product lines—low-cost and premium cars—and compete to optimize profitability while embedding social and environmental sustainability. Teams make strategic decisions on marketing, engineering, pricing, capacity, and investments over several rounds, adapting to evolving market conditions. Success depends on understanding customer needs, shaping a compelling value proposition, and executing strategy effectively against competitors.

What do participants do?

Participants work in teams of up to four, taking control of an existing company operating two distinct product lines:

- A **low-cost car range**
- A **premium car range**

Each product line targets a different customer segment with **specific expectations and sensitivities**.

Over **3 to 6 decision rounds**, teams make concrete business decisions, including:

- Marketing and product positioning
- Engineering and product features
- Pricing strategy
- Production capacity planning
- Cost management and investments
- Funding and financial trade-offs
- Human and environmental impact choices

All teams start from identical conditions, but the market evolves dynamically based on:

- Competitor decisions
- Customer reactions
- The market and industry evolution

Success depends on how well teams translate strategy into coherent, aligned execution across all business functions.

What are the learning objectives?

- **Understand customer expectations:** Identify what different customer segments truly value and how those expectations influence demand and performance.
- **Adapt the value proposition to create customer value:** Align product features, pricing, and positioning to deliver value that customers are willing to pay for.
- **Understand cost structures and profitability drivers:** Make informed trade-offs between costs, investments, and margins to optimize financial performance.
- **Integrate human and environmental impacts into decision-making:** Incorporate social and environmental considerations into business strategy to build a sustainable organization, not just a profitable one.

Duration, logistics, and target group

Target group – Corporate training for new to middle managers; University graduate and postgraduate courses related to strategy and marketing.

Duration – From 4 to 12 hours.

Logistics – From 6 participants; available online, face-to-face, or blended.

Example of training agenda

9:00	11:15	13:00	15:00	16:00	17:00
	15' break	1h lunch	15' break	15' break	
1h	1h15	30'	1h	15'	45'
Introduction to the game	Decision #1 in teams	Results Presentation	Decision #2 in teams	Results Presentation	Decision #3 in teams
		Results Presentation	Decision #4 in teams	Results Presentation	Final results
		Content: Company Strategy		Content: Implementation of the strategy	
				Content: Value Creation	
				Content: key learning points, announcement of the winners	