



Silega Achieve™

# Executive Development

Guaranteed ROI\*

Change is and always has been inevitable part of life. In today's business, however its speed and intensity has increased significantly. More than ever organization's success depends on the ability of people to learn and adapt to new challenges.

Successful business executives at all levels need to know how to take better decisions, develop and influence others, understand financial reports, communicate with impact, and create aligned teams.



## Immediate feedback

Organizational change initiative, product launch, new service development, managing a critical project – you don't have to wait for months to see how those will unroll. With Silega's simulations you can experiment with different scenarios and only after a few hours you will be able to analyze the potential outcomes for your business.



## Sustainable impact

Immediate feedback is important, however our programs are ultimately designed to provide participants with sustainable skills that will stick. Our methodology (Experiential Learning System – ELS) guarantees that with Silega's programs people learn and retain four times faster than with regular classroom training.



## Easy to apply in real life

Silega's hands-on experiential learning programs and business simulations are designed to provide executives with practical and immediately applicable skills.



## People are responsible for their own learning

Most training programs are "telling" programs – managers or trainers tell trainees what and how to do it. While this might work for specific skills, the "how-to" robotic approach is not applicable to more complex or people-related tasks. Leadership development, innovation, customer services are only a few examples of activities that are always dependent on the context and following a strict "how to" policy might be even counterproductive. Business simulations let participants focus on the ultimate outcome and experiment with the impact of different decisions.



## Active and engaging

Business simulations are based on game theory - participants are presented with a quantifiable outcome and set of rules. Because of their nature of being competitive and result-oriented, simulations engage participants in a unique way. Silega's programs are designed for short and more effective interventions – from 4 to 5 hours, so participants can stay focused at all time.



## Relevant and realistic

All of Silega's business simulations are based on a mathematical model that reflects a business process or a system. The behavioral patterns of participants during a simulation are similar to those in real life, which makes analogies and analysis much more relevant.



**The Power of Accelerated Learning**  
*in fast, complex and competitive business environment.*



# Guaranteed ROI\*



\*4 times higher retention than conventional training methods.

	Silega	Others
Short interventions, from 2.5 hours to 5 hours for a complete session (could be extended to full day).	✓	
Manage large groups – up to 1,000 participants at the same room and at the same time.	✓	
Work in a small teams of 4 to 7 participants.	✓	
Based on Experiential Learning which keeps people engaged all the time.	✓	
Different type of group interaction – competitive or cooperative, depending on your need.	✓	
Participants generate specific commitments to follow after the session.	✓	
Learnings are customized for your organizational needs.	✓	
Proven track record with more than 10 years on market with presence in 30+ countries	✓	
Completely mobile - can be delivered at any venue	✓	
Lowest cost per participant	✓	
Online follow-up with participants	✓	
Additional optional learning sessions after the main event	✓	
Repeated customers – 86% of our event customers are repeated	✓	
Refferals – more than 94% of customers would recommend us	✓	

# Technical Details

## PARTICIPANTS

 From 20 to 100

## DELIVERY OPTIONS

 Live


 Online

## MANAGEMENT LEVEL

 Middle Management

 Top Management

## LEARNING LEVEL

 Skills, Behavioural change

## USE FOR

Learn new skills, Change behaviours, Link theory with practice, Test understanding, Explore business dynamics, Share knowledge, Integrate prior learning, Open a training session, Close a training session.

## INTEGRATION

Silega's business simulations can be readily integrated into current training and development initiatives you are managing: **BEGINNING** as a course beginning to assess initial level, **END** as a course finale to reinforce key messages, **DURING** as a course theme and as a course complement to theory.

*The flexibility of simulation (4-5 hours), the variety of delivery methods and the wide range of competencies makes Silega's simulations a perfect match for your corporate university.*



# Make Behaviors Stick

Silega Training Process is a time-proven system to guarantee effect of training and it includes the following 12 steps:

### Needs and gap analysis

On this first encounter with your organization, our team will help you analyze the current performance issues, how they impact the business and define what are the potential areas for growth. Pre-workshop online questionnaires can be applied as well.

### Set expectations and define outcomes

This stage includes meeting the customer and defining crystal-clear objectives for the learning intervention. Objectives can be linked with performance both on individual or organizational level.

### Benchmark (Current state picture)

Silega can measure the current performance levels of your organisation, skills, behaviors and compare it with the improvements after the training.

### Senior management engagement

Our team will involve actively your senior management in the design and delivery of the learning program.

### Training fine tuning

Silega customizes its programs to fit your specific organizational culture. The customization is done on various levels:

- Culture (role-models, languages, symbols, images, relevance)
- Content (examples, relevance, case-studies, terminology, and depth)

### Engagement of participants prior to the training

Silega engages participants prior to training by creating awareness and eagerness for them to attend the session.

### Action plan creation.

Together with the customer, Silega creates an action plan for excellent conduction of the training. This includes project stages, timeline, roles and responsibilities. Specific commitments can be also followed-up using our online system.

### Logistics

Our team will support you with detailed checklists that guarantee that all logistics needed for the training will be available on site at the day of the session.

### Training

The training session is conducted using the principles of experiential learning. Silega ensures that participants are engaged fully, group dynamics are



managed smoothly and learning makes business sense.

### Transfer or Training

The ultimate goal of training is influencing performance. Silega offers you solutions that increases the degree to which participants successfully apply in their jobs the skills gained in the training room.

This might include tools and job aids, additional learning sessions, telephone or live coaching, advice to managers and e-learning through our Training transfer system called Silega Latitude™.

### Benchmark (Before and after comparison)

As an option, Silega can compare the effect of training with your company performance levels before and after the session. As an option you can apply Silega's Training ROI Audit™ hat will help you quantify the advances achieved.

### Report

Silega can provide you with detailed report about the group attitudes, conclusions reached during the training, facilitator's observations, action plan after the training. Some of our programs include measurement tools which provide higher reliability of the report.

