

WHAT ARE STUDENTS' REACTIONS?

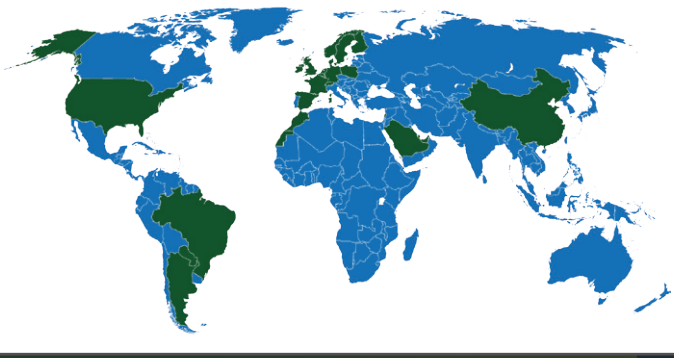
- Vast majority react enthusiastically
- Eventually even doubters get on board
- Students thrive on the competitive nature
- Team spirit abounds both at the student and the executive level
- Moving from chaos to confidence, and even to over-confidence, and then back to reality
- Thrill of victory, and agony of defeat
- Coaching capacity bubbles up
- Personality and talent emergence

THE LEARNING AGENDA

- Analyzing corporate Environment
- Developing mission, vision & strategy
- Implementing strategy
- Globalization
- Quantifying
- 5 to 8 decisions
- Evaluating performance



A global company



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THE 21ST CENTURY CAR CHALLENGE

Leadership Skills
for a fast changing
Business Environment

"THE 21ST CENTURY CAR CHALLENGE"
Simulation is a unique educational
advance, created by MEGA Learning,
to enrich the learning offerings of
Corporate environments and Business
& Engineering Schools.

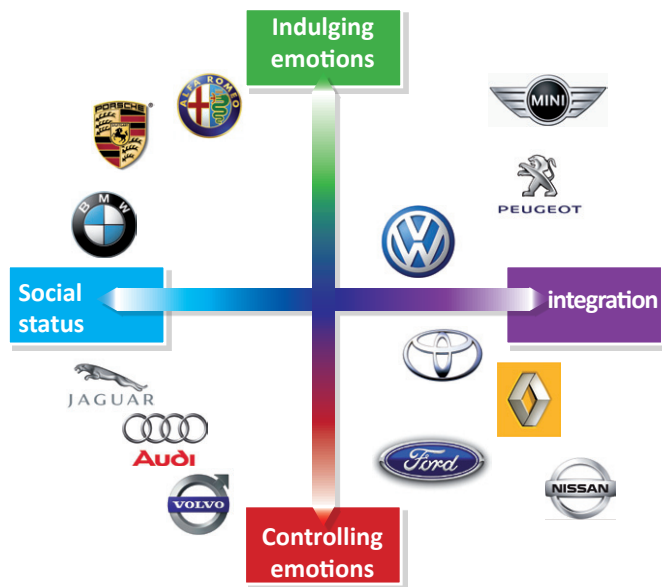
It is a serious game, which brings
reality into a classroom.

A SERIOUS SIMULATION

- They will manage different car ranges and set up relevant strategies. They will strive for the best corporate competitive advantage and the best business results, by making decisions on Engineering, Marketing & Sales, HR, Quality and on Pricing, Financing, Budgeting, Manufacturing.

WHAT PARTICIPANTS SAY ABOUT SIMULATION?

- **Timing:** "It's a form of condensed and compacted learning. You can spend years learning valuable lessons. Or you can take this simulation which teaches you to become pragmatic and practical in a 2 or 3-day protected time period."
- **Building a "customer-driven" Strategy:**



- **Sizing up the competition:** "You learn how every decision you make affects the competition. It gives you the opportunity to see how certain things work and why other things don't. It's a chance to make mistakes in a risk free environment."
- **Investing in Leadership:** "This is a short term investment for a long term payoff."
- **Working towards common goals:** "The importance of **team dynamics** and 'getting there together' can not be underestimated. This is the best way to learn how to function as a team."

WHAT SURPRISES THE TEACHERS ABOUT THE SIMULATION?

- This simulation comes directly from the Corporate World
- Diversity of strategies
- Dynamics of team organization, communication & decision process
- Spectrum of insights from students, managers and technical staff
- Efficiency of the "Train the Trainers"
- Easy to use!
- From 15 to 1500 students...
- Flexibility of the MEGA Learning Consultants
- The Learning Journey can be adapted to the School's objectives

WHY UTILIZE A SIMULATION?

- Complement lectures, case-work & other aspects of academic & professional development
- Create a risk-free environment
- Bring reality to the classroom
- Actively involve students in a team process
- Teach powerful lessons through group exercises
- Enhance great learning by having great fun

THE STUDENT'S LEARNING OBJECTIVES

- Improving Business Acumen
- Defining Corporate Strategy
- Creating Financial Strength
- Empowering Decision Making
- Allowing Competitive Experience
- Developing Team Dynamics
- Experiencing Globalization Process

COMPETENCY DEVELOPMENT

