

A SIMULATION-BASED APPROACH FOR PLANNING WITH SILEGA EXPEDITION BUSINESS SIMULATION

Georgi Tsvetanov
ATD

Silega Expedition™ is a business simulation that places participants in a challenging and inspiring experience of climbing Mount Everest in order to win a prize offered by an eccentric millionaire. Time is crucial; they must reach their goal in just a month. Participants work and compete in teams of 5 or 6.

Together they have to make decisions about how to work together, how to use their personal strengths, which route to take, what equipment to use, and what risks to run. This program includes an enhanced multimedia experience with original video footage from the mountain and special effects.

Everest has always been the supreme symbol of man's personal struggle to achieve excellence, no matter the conditions. Succeeding on Everest depends totally on spirit, discipline, and will. And as in real life, there are only two possible results: success or failure.

MAIN OBJECTIVES:

- Inspire and mobilize people to achieve outstanding results in tough times and show them what they are really capable of
- Help people use all available resources in the best possible way
- Improve business planning and strategy
- Capitalize and mobilize the power of the team and intangible assets
- Reflect on the kind of leadership required in order to survive and thrive in tough business conditions