



AMPLIF_AI

POWERING DIGITAL
REVOLUTION X AI





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Digital Transfo x AI

Our simulation equips leaders and organizations to drive successful digital transformations, leveraging AI to innovate, adapt, and unlock sustainable business impact.

Navigating the rapidly evolving technology landscape is one of the biggest challenges for businesses today. As digital and AI technologies reshape industries, companies must integrate these advancements into their core operations to stay competitive. While not new, the urgency to act has grown significantly.

Many organizations have initiated digital transformations, yet most struggle to realize their full potential. Success requires more than adopting new technologies—it demands rethinking how innovation and processes align across the organization to create lasting value.

For those that succeed, the rewards are significant. Companies leading in digital and AI transformation outperform their peers, achieving superior financial results through enhanced customer experiences, operational efficiency, and continuous innovation.

Business Impact

End-to-End Integration

Leaders in digital transformation achieve success by deeply embedding technology into core business processes. This approach enhances customer experiences, increases efficiency, and drives innovation across the enterprise.

Financial Performance

Organizations that effectively transform see measurable improvements in key financial metrics, including profitability, cost management, and shareholder returns. Digital excellence creates a tangible competitive edge.

Cultural Shift

Sustained transformation requires a culture of collaboration and innovation, where cross-functional teams continuously adapt, learn, and evolve. Empowering employees with the right tools and skills is critical.

Operational Excellence

Building a distributed technology and data environment fosters agility and enables teams to create and refine solutions that deliver ongoing value at scale.

Leadership Commitment

Transformation demands a collaborative approach from the entire leadership team. Aligning strategic goals with operational capabilities ensures cohesive execution and long-term success.

Continuous Evolution

Digital transformation is not a one-time project but an ongoing journey. Organizations must embrace a mindset of continuous improvement to adapt to evolving technologies and market demands.





About the Sim'



**BUSINESS
SIMULATION**



**ANALYTICS OF
CHOICES & RESULTS**



**FACILITATED
LEARNING & DEBRIEF**



STORYTELLING & CONTEXT

Ginkgo Bank, a cornerstone of consumer and institutional banking, stands at a crossroads. With a proud legacy behind it, the bank now faces relentless competition from tech disruptors, e-commerce giants, and digital-only challengers redefining the financial landscape.

The stakes are high, and the path forward is clear: Ginkgo must embrace a tech-driven mindset, harness AI and cutting-edge innovations, and anticipate the ever-changing needs of its customers. Success hinges on attracting top tech talent, navigating complex regulatory environments, and executing a seamless digital transformation—all while maintaining the trust and loyalty of its customers.

In AmplifAI, you step into the shoes of Ginkgo Bank's leadership.

The future of the organization rests on your ability to make critical decisions that balance innovation with stability, pushing the boundaries of what's possible while keeping customers at the heart of every move.

You'll face dynamic scenarios filled with challenges and opportunities that test your strategic vision and ability to lead through transformation.

Are you ready to redefine banking and guide Ginkgo Bank into a bold, AI-powered future?

The challenge begins now.



Designed with...

The simulation has been designed with Professor Yoshi Mitsui from NUS Business School.

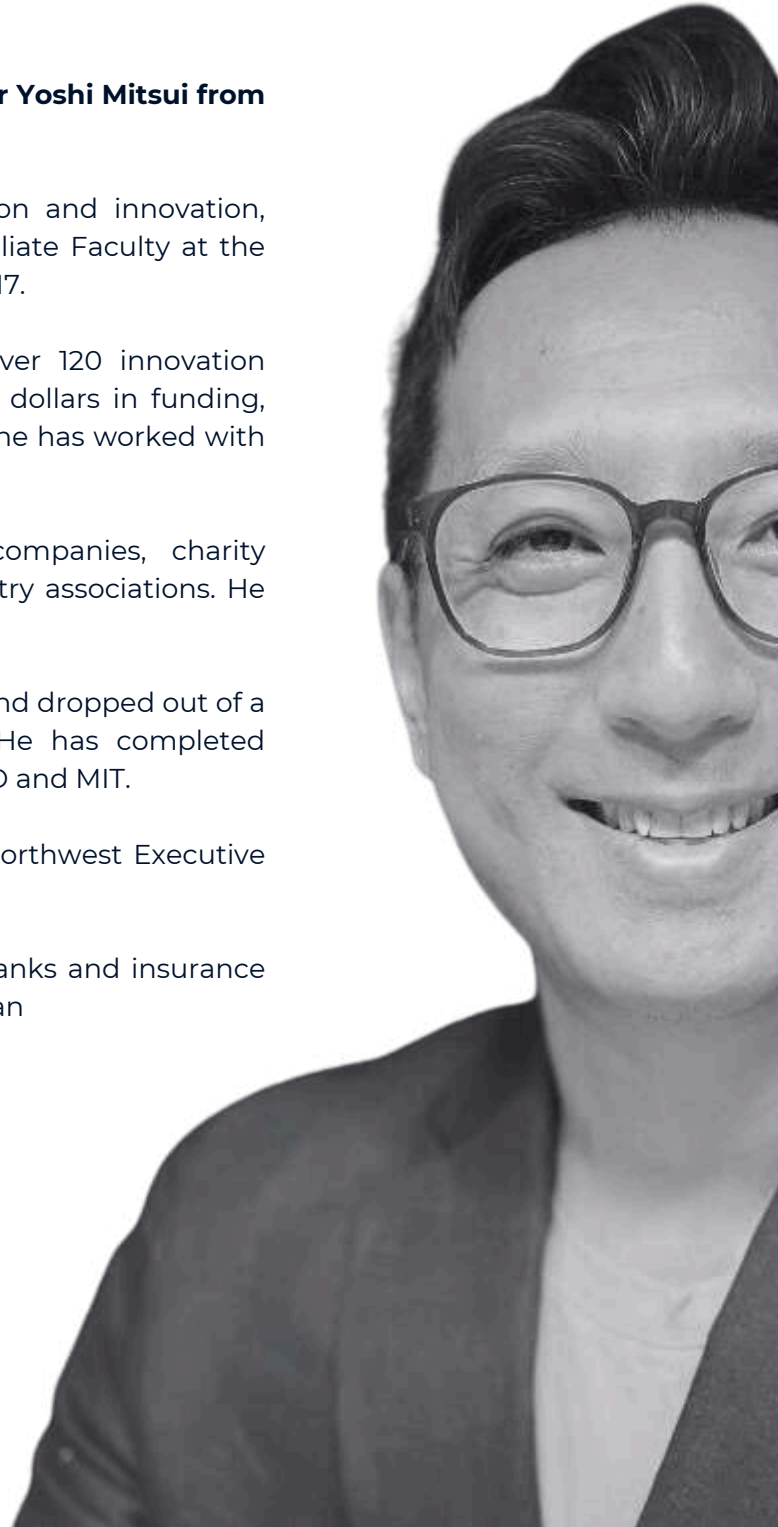
Yoshi Mitsui is an expert in digital transformation and innovation, especially in the financial sector. He is also an affiliate Faculty at the NUS Business School Executive Education since 2017.

Yoshi has worked with 40+ organisations on over 120 innovation projects. Some projects have received millions of dollars in funding, and others have spun off as new entities. To date, he has worked with and trained 2,500 innovators.

Yoshi holds advisory roles in multinational companies, charity organizations, social enterprises, and digital industry associations. He is also a mentor in several startup accelerators.

He has an MBA from the University of Melbourne and dropped out of a doctorate program to start his own business. He has completed executive program at Harvard Kennedy School, IMD and MIT.

- Professor at NUS Business School, Emeritus, Northwest Executive Education
- 10+ Innovation and incubation programs for banks and insurance industry in Middle East, Southeast Asia and Japan
- Ex Deloitte, SMU & IMD





Use Cases

30+ CXO from Abu Dhabi National Oil Council Case Study

We recently partnered with Emeritus to deliver a high-impact executive education seminar for Abu Dhabi National Oil Council, centered on digital transformation and emerging technologies. Using the AmplifAI simulation, we guided CXO-level leaders through the complexities of AI and innovation in today's digital landscape.

Key details:

- Executive Education Seminar in partnership with Emeritus
- Delivered for 30+ CXOs from Abu Dhabi National Oil Council
- Focused on digital transformation, emerging technologies, and AI
- Simulation used: AmplifAI



[Read the full case study.](#)





Learning Outcomes

Learning Design

1. Play the Sim

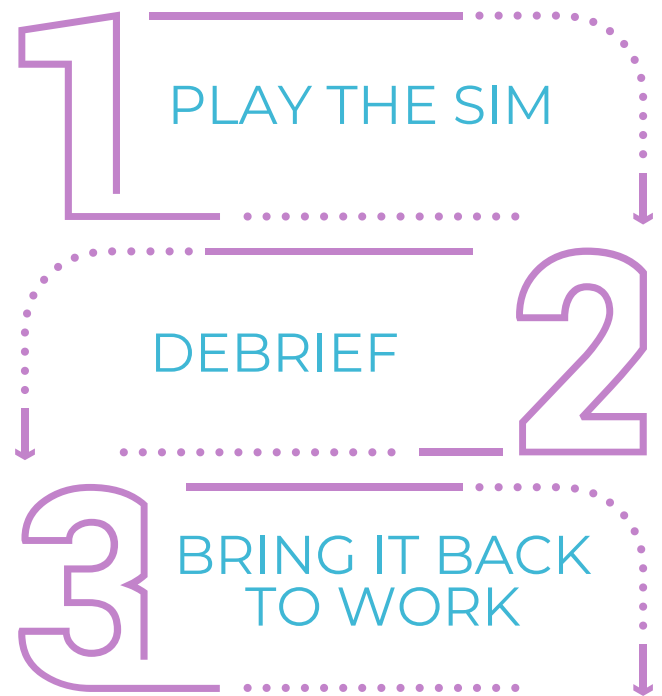
Dive into an engaging and interactive simulation that immerses you in the world of Generative AI. Collaborate with your team to tackle real-world challenges and explore innovative solutions.

2. Learn in Debrief

After the simulation, participate in a comprehensive debrief. You'll reflect on your experiences, deepen your understanding of key concepts, and discuss insights gained during the game.

3. Bring It Back to Work

Equip yourself with actionable strategies and knowledge to implement in your workplace. Leverage what you've learned to enhance your team's performance and drive meaningful change.



Expected Outcomes



- Lead digital transformation initiatives by integrating emerging technologies
- Foster a digital vision and digital leadership by empowering teams to embrace technological advancements and drive digital innovation.
- Champion customer-centricity through innovative digital solutions and personalized experiences.
- Establish a digital-first business model to drive organizational agility and competitiveness.
- Cultivate a culture of innovation and adaptability to support digital transformation efforts.
- Develop leadership capabilities to navigate and lead change in a rapidly evolving digital landscape.



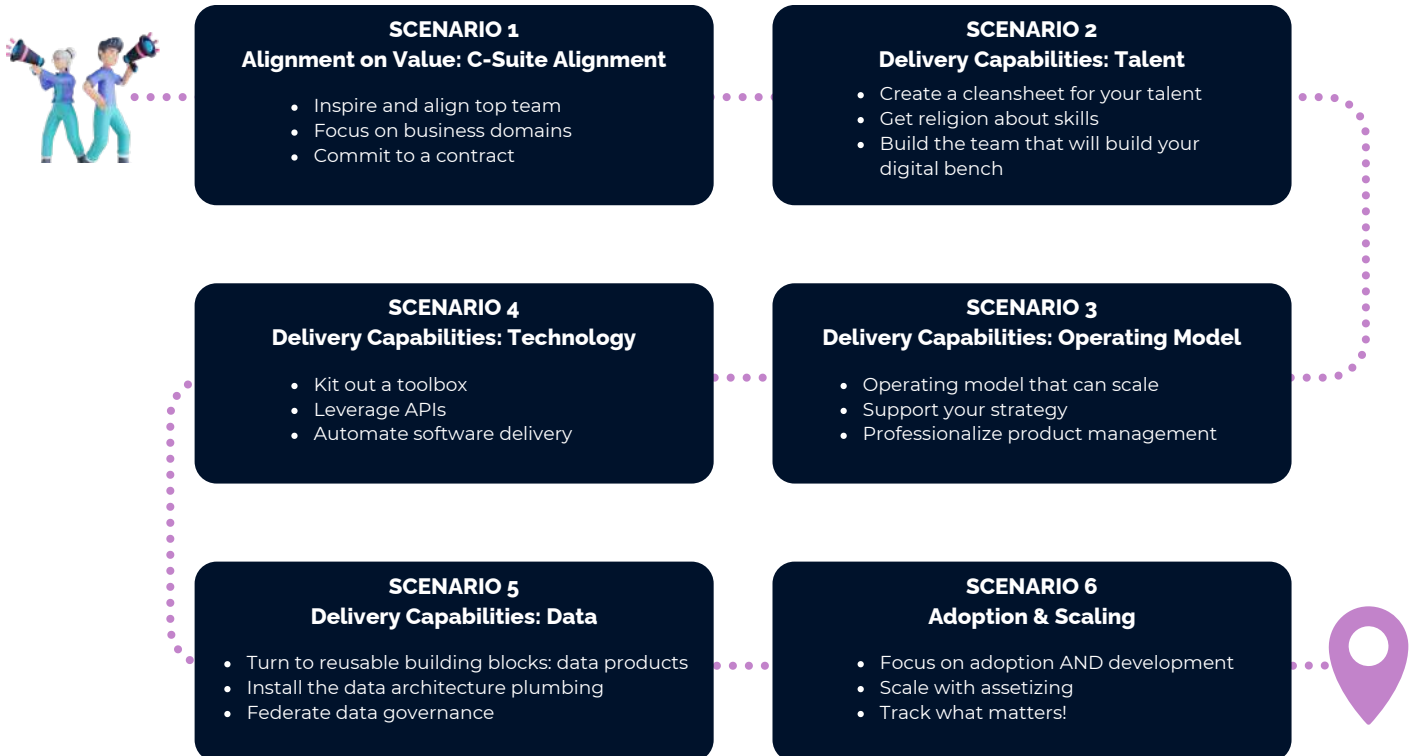
Gameplay

The Participant Journey & Scenarios

In AMPLIF_AI, participants will step into the shoes of a C-suite executive, tasked with leading an organization through a digital transformation. Inspired by McKinsey's "Rewired" framework, this immersive simulation challenges participants to navigate a series of strategic decisions that will shape their company's future.

As participants progress through the simulation, they will encounter a series of real-world challenges, including aligning the C-suite on the value of digital transformation, building a skilled workforce, investing in the right technology, designing an agile operating model, leveraging data to drive insights, and ensuring widespread adoption of digital technologies.

By successfully navigating and immersing themselves in these real-world scenarios, participants will gain valuable insights into the challenges and opportunities of digital transformation. They will learn how to make strategic decisions, build strong teams, and leverage technology to drive innovation and growth.





Use Cases

What's Unique About It



- Engaging, fun, and highly interactive
- Simplifies the complexities of Digital Transformation x AI
- Bridges the gap between theory and real-world practice

Implementation Options

From team offsite to leadership development program, executive education, or enterprise roll-out, the simulation is the perfect solution to make it engaging and impactful!



Virtual or F2F
Workshops



Executive Education
Seminars



Leadership
Development Program



Enterprise
Roll Out

Logistics

- Multiplayer gameplay
- 5 to 500+ participants
- 2.5 hours to 2 day workshops
- Debrief customized to client
- Industry-agnostic

Target Audience

- C-Suite and Executives leading digital transformation programs
- Senior Leaders, Heads of Department, Senior Managers who are looking to enhance their skills and knowledge in leading digital transformation



About AeqLIA™

AeqLIA: Your Partner in Future-Ready Leadership

AeqLIA is a pioneering next-gen learning platform that leverages the power of immersive simulations to equip leaders and teams with the skills they need to succeed in today's complex and rapidly changing business landscape. Our tailored solutions, designed specifically for the unique needs of organizations in the Asian and META markets, empower individuals to develop the critical thinking, problem-solving, and decision-making skills essential for driving innovation and achieving business goals.

By immersing learners in realistic scenarios, AeqLIA's simulations foster a deeper understanding of complex issues, enhance collaboration, and build resilience. Our focus on practical application ensures that participants gain actionable insights and are able to apply their learning to real-world challenges.

Trusted by Hundreds of Companies and Partners Globally

200+

partners & resellers globally

15+

business simulations, and growing

40K+

learners in the last 3 years

6

academies focused on future-proofing organisations





Get in touch



www.aeqlia.com



<https://www.linkedin.com/company/aeqlia>



oussama.labib@aeqlia.com