



BRAINWAVE

Sparking Innovation, Shaping Tomorrow



Words from Sebastian Troen, our Academy Head of Innovation & Customer Experience @ Aeqlia

In a rapidly evolving marketplace, organizations are increasingly recognizing the importance of customer-centricity and innovation. Traditional business models often struggle to meet the demands of today's consumers, making it essential to adopt new strategies that prioritize understanding and engaging customers.

The CX & Product Innovation Academy offers an opportunity to delve into the nuances of customer experience. Here, participants explore customer journeys, identify pain points, and leverage insights to develop products and services that resonate with their audience.

With a focus on fostering a culture of innovation, the Academy's programs encourage creativity and collaboration. Participants can engage in hands-on learning experiences designed to stimulate new ideas and approaches, enabling teams to thrive in an environment that values innovation.

This journey not only enhances individual skills but also contributes to building a more customer-focused organization. By investing in these insights and strategies, organizations position themselves to navigate the complexities of a competitive landscape effectively. Discover how embracing customer-centricity and innovation can transform your organization's approach to the market.

Sebastian Troen, Head of Academy for CX and Innovation at aeqlia, is a seasoned leader with over 20 years of experience in business development, sales, and account management.

Previously Managing Director, Asia at frog, he led teams of design and innovation consultants to create impactful digital solutions across industries. Sebastian has a proven track record of driving operational excellence, scaling BD organizations to secure over 40 clients and US\$50M+ in new revenue, and achieving 400% regional revenue growth.

His expertise in the Asia market enables him to design and sell complex programs that blend strategy, customer experience, and data-driven solutions. Passionate about applying innovation to solve pressing global challenges, Sebastian is dedicated to creating meaningful impact through design and learning.





About the Sim'



**BUSINESS
SIMULATION**



**ANALYTICS OF
CHOICES & RESULTS**



**FACILITATED
LEARNING & DEBRIEF**



STORYTELLING & CONTEXT

In BRAINWAVE, you'll step into the shoes of an innovative product developer at Active Wedge, a pioneering sportswear brand focused on combining personalized fit technology with sustainable performance. Your mission is to create a groundbreaking new product that will revolutionize the industry.

As competition intensifies and consumer expectations evolve, Active Wedge aims to launch a new product line that enhances customer experiences while upholding its commitment to sustainability. You'll need to balance cutting-edge technology with sustainable practices to create a product that resonates with your target audience.

Throughout the simulation, you'll navigate the design thinking process, from understanding user needs to generating creative ideas, prototyping, testing, refining, launching, and measuring the impact of your product. You'll develop the skills to innovate, iterate, and deliver products that resonate with customers and drive business success.

By the end of the simulation, you'll have gained valuable insights into the design thinking process, the importance of user-centered design, and the role of sustainability in product development. You'll also develop the skills and mindset needed to drive innovation and create products that make a difference.



Learning Outcomes

Learning Design

1. Play the Sim

Dive into an engaging and interactive simulation that and 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

INNOVATION

CUSTOMER
CENTRICITY

USER CENTERED
DESIGN

CHANGE
MANAGEMENT

HIGH PERFORMING
TEAMS

PROTOTYPING
& TESTING

- Innovation: Learn to drive creative breakthroughs by embracing user-centered problem-solving.
- Collaborative Mindset: Develop team synergy through co-creation and shared ideation processes.
- Human-Centric Approach: Understand the importance of designing with empathy, focusing on user needs to shape practical, impactful solutions.
- Empathy Development: Participants will learn to identify and understand user needs through research and interviews.
- Problem Definition: Gain the ability to clearly define user problems and create problem statements.
- Creative Ideation: Learn to challenge assumptions and generate innovative solutions.
- Prototyping: Practice turning ideas into tangible prototypes to test viability.
- Solution Testing: Develop skills in iterating and refining solutions based on feedback and user testing.



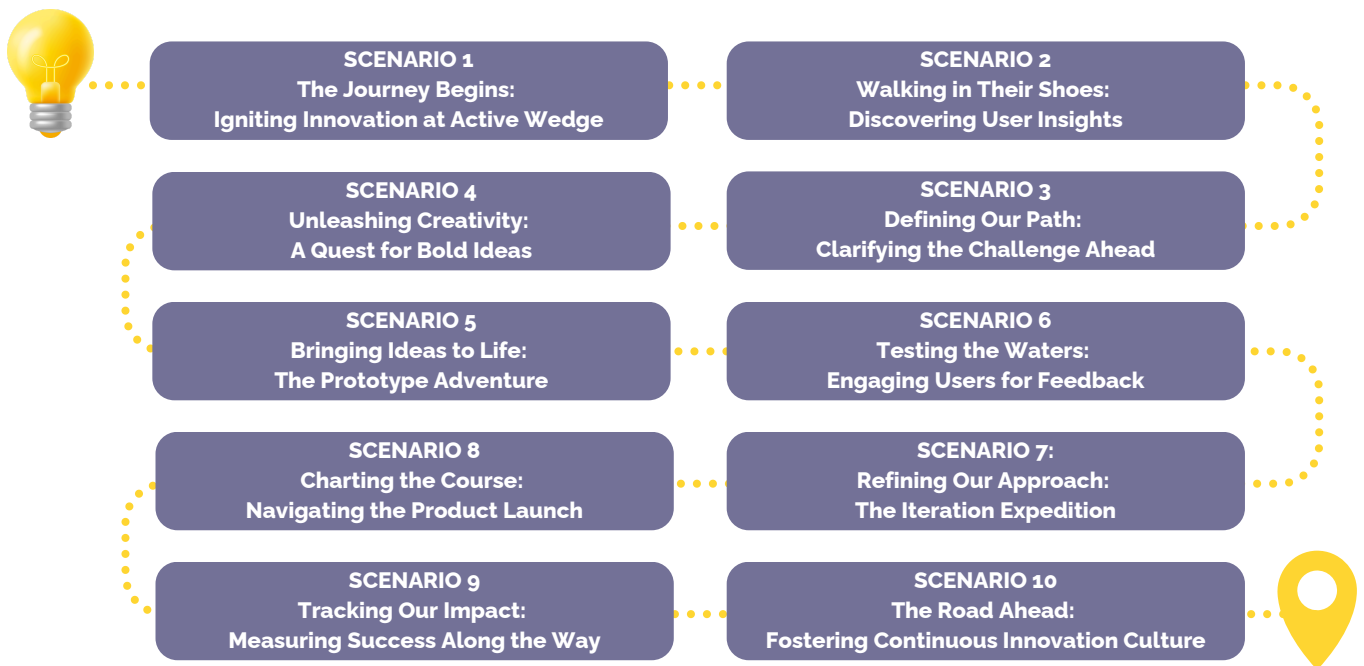
Gameplay

The Participant Journey & Scenarios

In Brainwave, participants will step into the shoes of an innovative thinker, tasked with driving groundbreaking ideas from concept to reality. This immersive simulation will challenge participants to navigate the complex landscape of innovation, from ideation to implementation, and make critical decisions at each stage of the design thinking process.

As participants progress through the simulation, they'll encounter a series of challenges and decisions, such as sparking creativity, understanding user needs, defining the challenge, generating ideas, prototyping, testing, refining, launching, measuring impact, and fostering a culture of innovation. As they navigate various scenarios, they must choose between three options — A, B, or C — each representing different strategies or approaches. These choices will significantly impact the outcomes of their projects, allowing participants to see firsthand how their decisions influence user feedback, product development, and overall success.

By analyzing the consequences of their selections, participants gain valuable insights into the complexities of innovation and the importance of strategic thinking in achieving their goals.





Use Cases

What's Unique About It



- Engaging, fun, and highly interactive
- Simplifies the complexities of Innovation & CX
- 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
- Senior Leaders
- Middle Managers and Employees



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



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