



PULSE

CHANGE MANAGEMENT BUSINESS SIMULATION





Explore the Possibilities

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The Power of Change-Ready Teams

In today's fast-moving world, change is constant. New systems, new structures, new ways of working - organisations are navigating transformation more often and more quickly than ever before.

The difference between success and failure doesn't lie in the strategy. It lies in the people who bring it to life.

Organisations that build change-ready teams experience smoother transitions, stronger alignment, and higher adoption of new initiatives. When teams understand the why, feel supported through the how, and are engaged in the journey, change stops being disruptive - and becomes a catalyst for growth.

Accelerate Change Success

Change succeeds when people are aligned, informed, and equipped. When teams feel confident and included in the process, adoption increases and resistance decreases.

Strengthen Engagement During Transformation

Employees who understand the purpose behind change and feel supported through uncertainty stay more motivated, focused, and solution-oriented.

Improve Collaboration Across Functions

Successful transformation breaks down silos. Change-ready teams communicate better, coordinate faster, and work toward shared outcomes rather than isolated efforts.

Reduce Friction and Resistance

Miscommunication, unclear expectations, and fear of the unknown are the biggest barriers to change. Preparing teams early helps minimise these hidden costs and accelerate momentum.

Build Long-Term Agility

When teams become comfortable navigating change, organisations build a culture of adaptability - one where learning, experimentation, and continuous improvement become the norm.

In a world where change is no longer a phase but a constant reality, the organisations that thrive are the ones that prepare their people - not just their plans.





About the Sim'



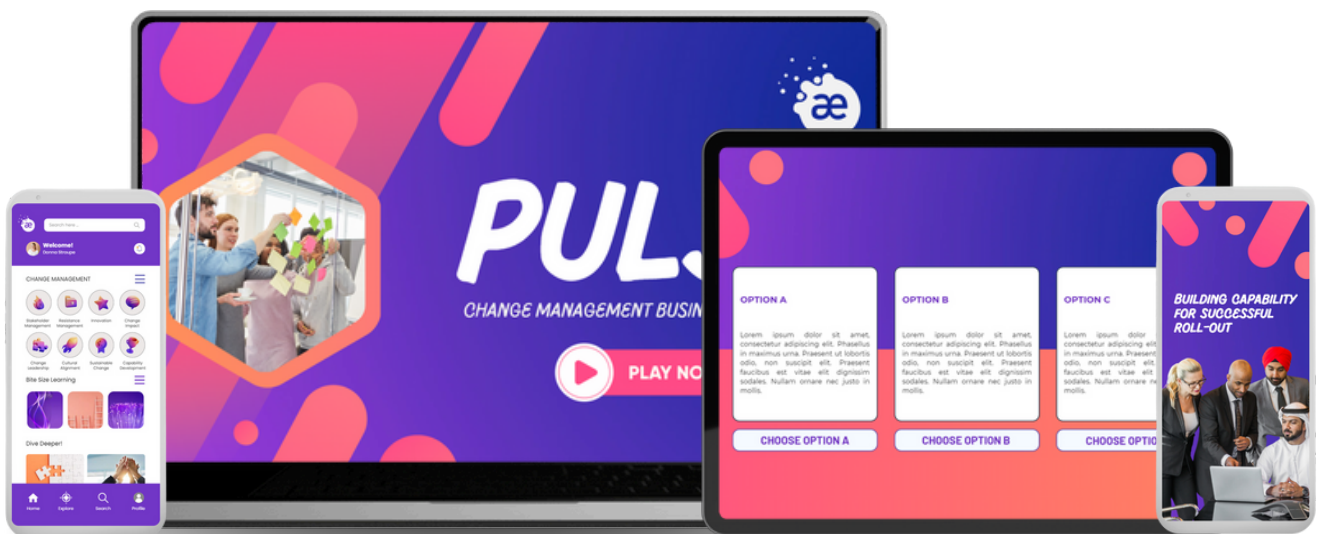
**BUSINESS
SIMULATION**



**ANALYTICS OF
CHOICES & RESULTS**



**FACILITATED
LEARNING & DEBRIEF**



STORYTELLING & CONTEXT

SwiftRoute, a leading multinational logistics company with over 30 years of operations across the Middle East and Southeast Asia, is facing a pivotal moment. As the industry rapidly shifts toward digitisation - AI-enabled routing, automation, tighter regulations, and rising customer expectations - the company must modernise to stay competitive.

Known for container transport, freight forwarding, and integrated logistics services, SwiftRoute is now embarking on an enterprise-wide transformation: upgrading outdated systems, redesigning core processes, and helping its workforce adopt new ways of working.

To steer this transition, SwiftRoute's leadership has engaged you as an internal consultant. Your mandate is not simply to recommend technologies, but to guide the organisation through the human side of change — aligning leaders, engaging teams, and supporting people through uncertainty.

In this simulation, you will work closely with the CEO to create momentum for the transformation. You will anticipate resistance, communicate the case for change, and help leaders build the clarity and confidence needed for a smooth, successful rollout.

Your mission: enable the CEO to champion the change and lead SwiftRoute through a complex digital and operational transformation.



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

STAKEHOLDER
ENGAGEMENT

CHANGE
COMMUNICATION

RESISTANCE
MANAGEMENT

CHANGE IMPACT
ASSESSMENT

WORKFORCE CAPABILITY
DEVELOPMENT

TRAINING AND
DEVELOPMENT

CULTURAL
ALIGNMENT

SUSTAINABILITY
OF CHANGE

- Understand the dynamics of organizational change and its psychological impact on individuals and teams.
- Develop strategies to mobilize stakeholders and gain their buy-in to ensure the success of change initiatives.
- Gain knowledge on managing resistance and ways to foster a culture of adaptability and resilience.
- Learn how to communicate effectively during transitions by crafting clear messages that guide teams through change.
- Strengthen decision-making skills to balance short-term adjustments with long-term transformation goals.
- Explore methods to measure the impact of change and use the insights gathered to refine strategies and ensure sustainable results.



Gameplay

The Participant Journey & Scenarios

In **PULSE**, participants step into the role of an **internal change consultant supporting SwiftRoute's CEO through a complex enterprise-wide transformation**. You will navigate the realities of organisational change - from securing sponsorship to overcoming resistance and enabling teams to adopt new ways of working.

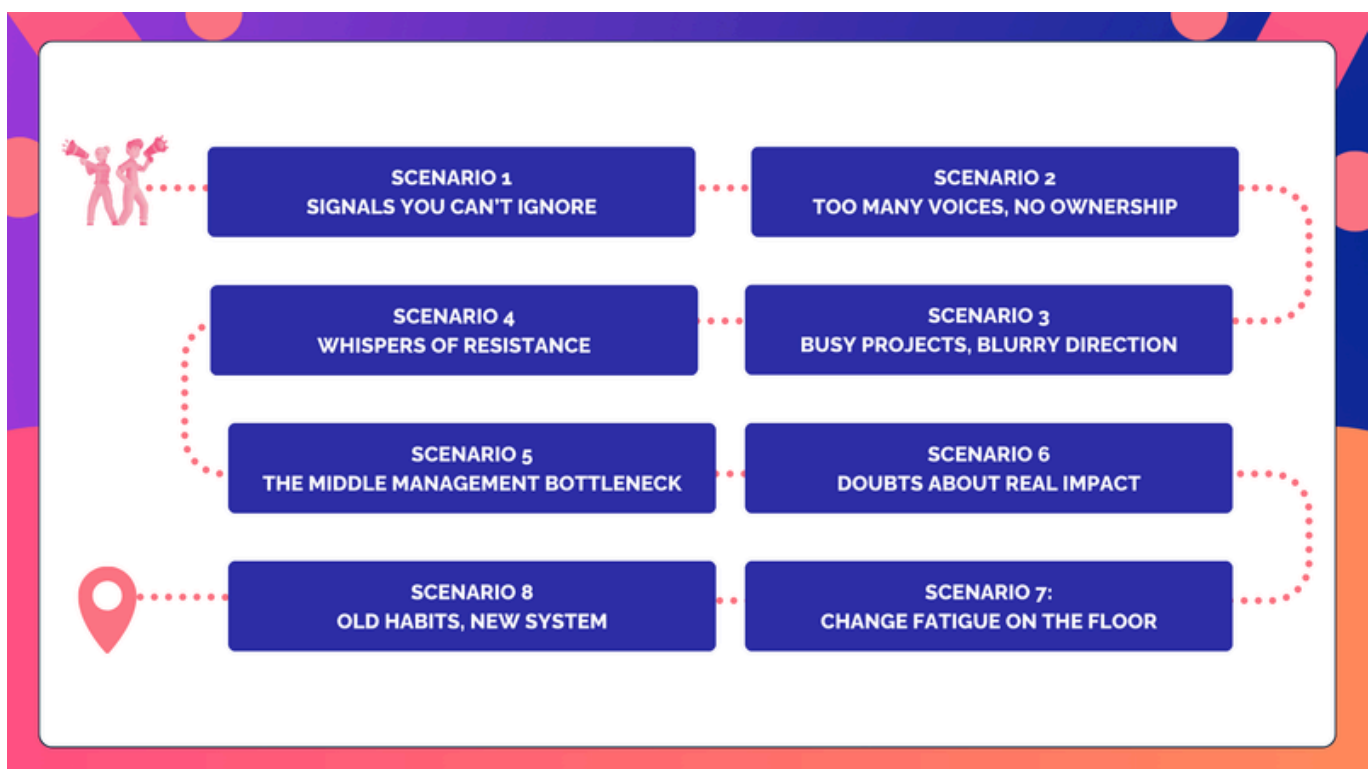
Throughout the simulation, you will encounter real-world scenarios that mirror the pressures leaders face during large-scale transformation. You'll work across global, regional, and local levels to align stakeholders, clarify priorities, address concerns, and build the momentum needed for a successful rollout.

As you progress, every decision you make will directly influence three CEO-defined KPIs:

- Workforce Engagement & Commitment
- Financial Performance
- Customer Satisfaction

These KPIs combine to form your **Change Future-Fit Index** - a measure of how effectively the organisation is navigating the transformation from a change management perspective.

By successfully navigating the scenarios, participants gain practical insight into navigating resistance, communicating the case for change, engaging teams, and leading transformation with clarity and confidence.





Use Cases

Strategic Value & Business Impact



Effective Change Leadership: Equipping leaders and teams with the skills needed to navigate complex organizational change, enabling them to implement transformation initiatives with confidence and clarity.

Measurable Improvements: Participants focus on achieving tangible results in key areas such as employee engagement, operational efficiency, and project success rates.

Sustainable Change: By fostering a culture of adaptability, aligning change initiatives with business strategy, and building trust with stakeholders, organizations can achieve lasting impact and maintain a competitive edge in a rapidly evolving market.

Implementation Options



Virtual or F2F
Workshops



Executive Education
Seminars



Leadership
Development Program



Enterprise
Roll Out

Gameplay & Logistics

- Multiplayer, from 5 to 500+ participants
- 90min to 4h Workshop
- Delivered virtually or face-to-face
- Debrief and insights fully customized to client context and learning goals

In-Game Features & Analytics

- Team Scoring & Leaderboard.
- Interactive Learning supported by a Built-in Case Study.
- Feedback on choices and decisions made throughout the simulation.
- Game AI Report based on choices and results

Target Audience

- **C-Suite Executives and Senior Leaders** responsible for driving organizational change and transformation initiatives.
- **Heads of Department, Senior Managers, and Middle Managers** who want to strengthen their capabilities in leading change, managing stakeholders, and implementing successful change programs.



About AeqLIA™

AeqLIA: Your Partner in Future-Ready Leadership

AeqLIA is an EdTech company **redefining** leadership development, executive education and team development. We help organizations build **future-ready leaders and high-performing teams** by combining immersive business simulations, AI-driven analytics and experiential learning to create measurable outcomes.

More than training, we partner with companies to **embed new capabilities** so leaders and teams can adapt faster, collaborate smarter and perform better in a rapidly changing world.

Trusted by global corporations and leading executive-education institutions across **Asia, the Middle East** and Europe, AeqLIA bridges the gap between strategy, learning and culture to shape the organizations of tomorrow.

Trusted by Hundreds of Companies and Partners Globally

300+

partners & facilitators globally

13+

business simulations, and growing

250K+

learners in the last 4 years

5

academies focused on future-proofing organisations





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