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COURSE BROCHURE

Executive Challenge Business Simulation Training Course

6 – 10 December 2026
Sharm El-Sheikh

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Registered in the United Kingdom and Saudi Arabia

Executive Challenge Business Simulation Training Course

Ref: 1551_57115 **Date:** 6 – 10 December 2026 **Location:** Sharm El-Sheikh **Fees:** 4500 GBP

Executive Challenge Business Simulation is a 1-week training course for executives and senior managers who run a simulated company through several trading rounds, and it ends with an Executive Decision Debrief Portfolio that records each choice and its consequences. Volatile markets, tighter capital and faster competitor moves leave executives less time to learn from real mistakes, so rehearsing enterprise trade-offs in a safe setting now has clear value. Jupiter Prime Training runs this course on Executive Challenge Business Simulation.

Why Executive Challenge Business Simulation Matters Now

Executives today juggle growth targets, cash constraints, workforce expectations and sudden shocks at the same time, and decisions in one area ripple through all the others. Boards and investors expect leaders to explain those ripple effects before committing. Promotion into executive roles also happens earlier, so many leaders have never owned a full profit and loss account. Organisations whose leaders see the whole system make steadier choices under pressure; those whose leaders optimise one function at a time create hidden costs elsewhere. The course draws on the Balanced Scorecard, the OODA loop for decisions under time pressure and scenario planning.

Who Gains Most from Executive Challenge Business Simulation

- Functional heads stepping into general management with full results responsibility
- Business unit leaders who balance growth investment against cash and margin
- Senior managers who sit on executive committees and shape enterprise choices
- Operations and commercial leaders who must see the financial effect of their decisions
- High-potential managers being prepared for their first executive appointment

Executive committees and succession pools gain most when several members attend together and compete as rival boards in the same simulated market.

Executive Challenge Business Simulation Capabilities

Participants practise reading a whole enterprise, committing under uncertainty and learning quickly from the market's response.

- Assess the simulated company's position across market, finance, operations and people — the opening strategy
- Weigh trade-offs between growth, profitability, cash and capability — each round's investment decisions
- Calculate the financial effect of pricing, capacity and headcount choices — the board and shareholders
- Apply the OODA loop when a shock disrupts the plan — speed and quality of crisis response
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Align an executive team behind one decision despite differing functional views — committee cohesion
- Communicate results and corrective actions to a simulated board — investor confidence

Key Executive Challenge Business Simulation Terms

- Business Simulation — a model of a company and its market in which teams make decisions and see their results round by round.
- Trading Round — one simulated period in which decisions are submitted and the market model calculates outcomes.
- Balanced Scorecard — a performance framework linking financial, customer, internal process and learning measures.
- OODA Loop — a decision cycle of observe, orient, decide and act, used where speed matters.
- Second-Order Effect — a consequence that follows indirectly from a decision, often in a different function or later period.
- Decision Debrief — a structured review comparing intended outcomes, actual results and the reasoning behind each choice.

Executive Challenge Business Simulation Day by Day

Day 1: Reading the Enterprise

- Simulation Market Briefing — Mapping Competitors, Customers and Cost Drivers
- Financial Statement Walkthrough — Linking Profit, Cash and Balance Sheet
- Balanced Scorecard Baseline — Setting Measures Across Four Perspectives
- Executive Team Role Allocation — Assigning Functional Ownership in the Board
- Opening Strategy Statement — Choosing Where to Compete and How

Day 2: Growth and Investment Trade-Offs

- Round One Decisions — Pricing, Capacity and Marketing Spend
- Capital Allocation Grid — Ranking Projects by Return and Risk
- Working Capital Levers — Protecting Cash While Growing Sales
- Results Interpretation — Separating Market Effects From Own Choices
- Second-Order Effect Mapping — Tracing Knock-On Costs Across Functions

Day 3: People, Operations and Capability

- Workforce Planning Choices — Balancing Headcount, Skills and Morale
- Operational Efficiency Levers — Weighing Automation Against Flexibility
- Quality and Service Trade-Offs — Protecting Reputation Under Cost Pressure
- Round Two Decisions — Committing to a Capability Investment
- Competitor Response Reading — Anticipating Rival Boards' Next Moves

Day 4: Shocks and Crisis Decisions

- Scenario Planning Matrix — Preparing for Supply, Demand and Price Shocks
- OODA Loop Drill — Responding to an Unannounced Market Disruption
- Crisis Cash Plan — Choosing Cuts That Preserve Future Options
- Stakeholder Communication Under Pressure — Briefing Staff, Lenders and Customers
- Round Three Decisions — Recovering Position After the Shock

Day 5: Practising the Executive Decision Debrief Portfolio

- Final Round Decisions — Applying Investment Lessons From Day 2
- Board Presentation — Defending Results Using the Day 1 Scorecard
- Crisis Retrospective — Reviewing the Day 4 Response With Peers
- Peer Feedback Panel — Comparing Leadership Behaviour Across Rival Boards
- Executive Decision Debrief Portfolio — Finalising Choices, Outcomes and Personal Lessons

Applying Executive Challenge Business Simulation After the Course

- Map the second-order effects of one pending decision across finance, operations and people.
- Run a short OODA loop drill with the leadership team on a plausible market shock.

Executive Challenge Business Simulation Questions FAQ

What is an executive challenge business simulation, and why does it matter now?

It is a competitive model of a company in which executives make enterprise decisions and see the results over several rounds. It matters now because volatile markets leave little room to learn from real mistakes.

Which roles gain most from executive challenge business simulation training?

Senior managers moving into general management gain most, such as plant directors in manufacturing or regional heads in retail banking who need to see how their choices affect the whole enterprise.

How does executive challenge business simulation differ from a crisis leadership course?

It covers the full enterprise cycle of growth, investment, people and shocks rather than crisis response alone. A crisis leadership course goes deeper into incident command, while this one builds overall commercial judgement.

What do you bring back from executive challenge business simulation training?

You bring back a debrief portfolio of your decisions and their outcomes, a balanced scorecard template, a trade-off grid and personal lessons from peer feedback.

Executive Challenge Business Simulation: The Way Forward

The Executive Decision Debrief Portfolio records each round's choices, the reasoning behind them, the results and the lessons drawn. Its first use is the next investment or restructuring proposal, where the executive applies the same trade-off logic before committee. After that decision it is worth revisiting which second-order effects appeared in real life and which simulation habits transferred.