

Bring your strategy to life



Experience your strategy in action — practice execution, alignment, and decision-making in a safe, lifelike environment.

The ACT Business Game Platform empowers leaders to experiment, learn, and grow through realistic scenarios and instant feedback.

Enable your organization to move beyond theory and to master execution — turning strategy into real results.

“The virtual game was fantastic and should be leveraged as a learning tool for more people.”

Player quote

Engage with lifelike stakeholders who think, react, and remember

Build a cast of team members, customers, and other stakeholders – and learn from them if you ask the right questions.


- Each character has a unique personality, professional background, skills, and insights.
- They remember prior decisions and shifts in operating context, so they evolve as players act and outcomes unfold.

Dialogues run on top-tier AI models (updated several times each year) and support multiple modes:

- Text chat
- Text questions with live video responses
- Voice questions with live video answers




Chat with Kwame Petrow



Hi, what can I do for you?


what kind of cost improvements or optimisations can we find from closer discussions with the contractors?



I see potential for cost improvements through early engagement with contractors. By establishing relationships now, we can negotiate better rates and lock in commitments before demand spikes. Contractors might also offer insights into efficient methods specific to the local context, allowing us to optimize logistics and reduce redundancies, potentially lowering costs. Would you like me to explore any specific contractor engagement strategies further?

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could we look into frame or partnership agreements to help lower costs and improve contractual terms?



Yes, frame or partnership agreements could be beneficial. They allow us to build long-term relationships with contractors, often leading to better pricing, priority access to resources, and more favorable terms. These agreements can also streamline processes and reduce administrative overhead. If you think this is a good approach, it might be worth discussing further with our procurement team and legal advisors to assess feasibility and next steps.





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Send


Participants can interact with realistic stakeholders who possess insights into the choices and performance of their team.

“A highlight on the conference was the interactive AI in Silver Heights.”

Player quote



Carnopia Group




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CHAT




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Kings Nest




Cate Wilders

CEO

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Cheap Zleep




Jack Mulford

CEO

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Goldmount



Phillip De Villiers

CEO

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CHAT

24:34

Building the team

GL2

Stakeholder overview with access to information and chat

info@culturedrivers.com

Scenarios that evolve with your decisions

Our business games are built from **scenarios** – typically 10-40 – played over **2-5 rounds**, representing, for example:

- Steps in a **value chain**
- Phases in a **tender**
- **Year 1–3** of running an organization

Each round includes a focused setup and a separate debrief with transparent reporting on choices and results.

Scenarios are **individually adaptive**: decisions in early rounds influence what happens later, and specific combinations of choices and scores can trigger new scenarios.

All players start from the same place – but quickly take different paths, making every journey unique. Showcasing how even small choices can lead to powerful, lasting impact.



Feedback from the users

I found the business game, and the dilemmas relevant and insightful

Strongly agree **61%**

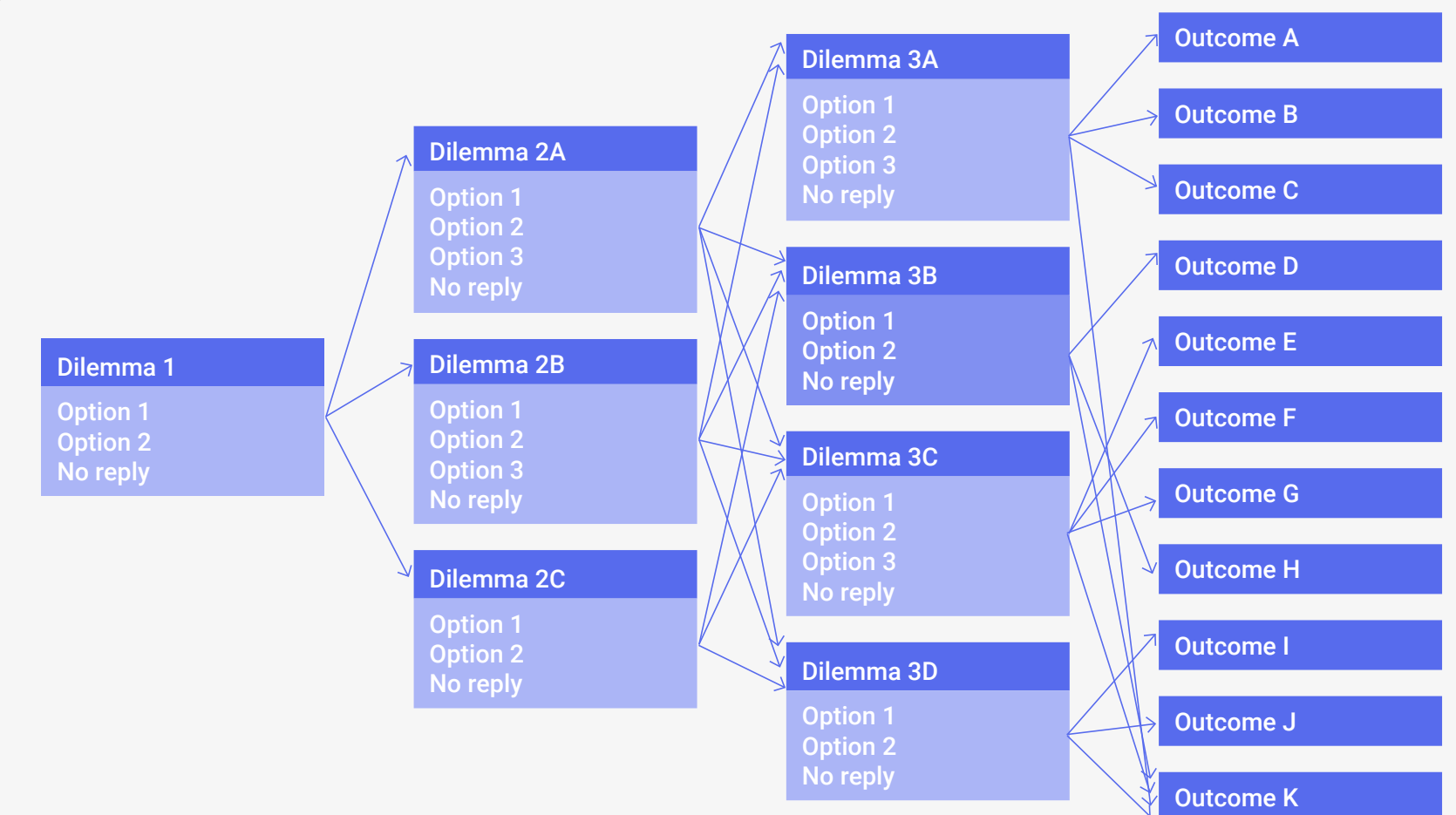
Agree **29%**

Neither agree or disagree **9%**

Disagree **1%**

Strongly disagree **0%**

Feedback from 250 top leaders from large global industrial client



Scenarios evolve as you go. The path and outcome depend on your team's unique choices and results.

Every descision counts

Every player action is scored in real time — turning choices into data and insight.

- Strategic decisions (e.g., “choose A, B, or C”)
- Financial inputs (e.g., “enter your bid in €”)
- Key issues surfaced in dialogue (e.g., “Did the player explain the Helsinki study?”)
- Open responses and recommendations (e.g., “What is your advice to the tender committee?”)
- Communication quality (e.g., sentiment analysis for respectful, effective dialogue)

As players progress, scores update instantly — showing how their decisions shape P&L, team dynamics, and leadership effectiveness.

FINAL PROJECTED VALUES

	Final projected values
Total revenue	€4,679,887,584
Total operating expenses (OPEX)	€3,975,269,897
Total EBITDA	€599,059,835
EBITDA in %	12.8%
Total depreciation	€187,195,503
Total EBIT	€411,864,332
EBIT in %	8.8%
Total capital expenses (CAPEX)	€164,434,788
Total tax and financial costs	€164,745,733
Free cash flow, total	€24,300,000
Total net profit	€247,118,599
Total dividend	€74,135,580
Total change in assets	€0
Employed capital	€2,247,858,023
ROCE profit after tax, total	€288,305,032
ROCE profit after tax, %	12.8%



“The business game was a great learning opportunity – and fun at the same time.”

Player quote

Every business game ends with winners, but the real victory is understanding what got them there. Scoring and feedback make success tangible — transforming abstract strategy into lived experiences.

Personalized and actionable feedback

ACT's AI doesn't just score – it **interprets performance**. It analyzes every choice, conversation, and result to deliver **personalized feedback** that connects actions to outcomes.

Feedback highlights specific player choices and the consequences they had on team and project results, making learning concrete and memorable. It is delivered through:

- **Customized slide decks** prepared by the AI to help human facilitators debrief results across all players or teams.
- **AI-generated video summaries** featuring lifelike facilitators who explain results and key dynamics for individual teams.
- **Result overviews with AI voice-overs**, guiding players through scores, turning points, and performance patterns.

Instead of giving prescriptive advice, the AI uses **insightful, reflective questions** – prompting players to connect lessons from the business game to their own real-life experiences. This approach deepens understanding and inspires genuine behavioral change.



How can the team build trust within members?

How can the team improve accountability and decision making?



The Virtual facilitator, Delphi - provides actionable feedback based on performance.

"The business game addressed many cross-functional challenges and triggered reflections in a different way than normal presentations."

Player quote

Business games tailored to your goals

Every ACT business game can be adapted to match your goals and context.

Carnopia Standard – Ready to run, focused on universal leadership and collaboration challenges.

Carnopia Plus – Add your own dilemmas and scenarios to our proven business game universe.

Full Custom – Create a fully bespoke experience with your own storyline, cast, and business context.

Bring your strategy to life

Book a demo and talk to us about how a Business Game can bring your strategy to life.

Contact us

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The Carnopia Universe

A familiar world for powerful learning

Our standard business game takes place inside *The Carnopia Group* – a global hotel chain designed as a relatable, engaging setting for leadership practice.

By removing industry complexity, participants can focus on how they think, decide, and collaborate. The result: realistic challenges that make leadership principles tangible – and directly transferable to real work.



"The AI-based business game was an eye-opener on how the entire value chain is linked together and impacts the customer relationship."

Player quote

