

YOU HOLD THE KEY



Welcome to the Carnopia business game experience that invites you to think, act and lead in a dynamic environment where every decision counts. Stay curious, stay open, and dive in — because transformation starts with you.

Introduction to the experience

You are about to step into the world of The Carnopia Group — a global hotel company in the middle of a major transformation.

In this simulation, you play the role of the newly appointed leader of the Transformation Office, reporting directly to the CEO, Sofia Zunaki.

Your mission: to help modernize and align operations across Carnopia's three brands — Goldmount, Kings Nest, and Cheap Zleep — and to build stronger collaboration between people in regions, brands and group functions.

But be prepared: this won't be easy. You will face conflicting agendas, difficult personalities, and tough strategic choices — just like in real life. Every decision you make will shape how Carnopia evolves... and how your team perceives your leadership.



Your task is to lead a transformation of the Carnopia Hotel Group by managing stakeholders effectively and building a strong, high-performing team.

Expected outcome

This business game is designed to be realistic, fast-paced, and deeply engaging. You will be challenged to lead through complexity, manage performance, handle tension, and motivate others under pressure.

By the end of the experience, you will have:

- Practiced real leadership — managing competing priorities, stakeholders, and emotions.
- Developed new perspectives on your leadership role in times of change.
- Learned practical tools for “Leading through Intent” — a framework that helps leaders create clarity, autonomy, and trust.
- Discovered practical insights you can apply immediately with your own team.

Expect moments of tension, laughter, and learning — all part of a safe, simulated environment designed to mirror real organizational life.





The Carnopia HQ outside Milan



Your boss:
Carnopias CEO Sofia Zunaki

Introduction to Carnopia

The Carnopia Group is a fictitious but realistic business universe designed to make the experience immersive and relatable. After all — we all know hotels, right?

The story mirrors the challenges of many real companies: heritage meeting innovation, tradition meeting transformation, and people adapting to new ways of working.

Reading the short background before the session will help you get a head start when the simulation begins.



Three of your team members that you must successfully lead to succeed in your role.

The Carnopia Story

Founded in 1952 on Italy's Amalfi Coast, The Carnopia Group grew from a single boutique retreat into a global hospitality company.



The first Goldmount hotel on the Amalfi coast



EDUARDO
The founder

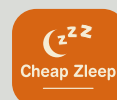
Today, it operates nearly 200 hotels across Europe, North America, and Asia, organized into three distinct brands:



Goldmount Hotels – The group's luxury brand, known for timeless design, personalized service, and Italian elegance.



Kings Nest Hotels – Upper-midscale properties offering comfort, reliability, and modern functionality for business and leisure travelers.



Cheap Zleep Hotels – A smart, efficient, and affordable hotel concept for value-conscious guests and digital nomads.

In 2023, The Carnopia Group was partly acquired by E2C Capital, a private equity firm aiming to modernize the business and prepare it for future growth.

CEO Sofia Zunaki now leads the group through a bold transformation known as the NEXUS Strategy — uniting efficiency, innovation, and brand renewal.



Accelerating team and business performance with Business games

Business games are high-impact simulations that let leaders and teams practice strategy, collaboration, and decision-making in a safe, engaging environment. They create real behavioral change and stronger performance across the organization.

Why Companies Use Business Games

Strategic alignment: Build shared understanding of priorities, value creation, and trade-offs.

Better decisions & commercial results: Strengthen prioritization, customer focus, resource allocation, and financial acumen.

Stronger collaboration: Break down silos and accelerate cross-functional alignment.

Faster capability building: Develop strategic thinking, financial literacy, and leadership skills through experiential learning.

Emotional buy-in: Competitive, energizing formats drive commitment and lasting impact.

What's New?

Traditional business games were costly and slow to build. With the AI-enabled **ACT Business Game Platform** from Culture Drivers, realistic and scalable simulations can now be delivered faster, more flexibly, and far more cost-effectively.