

Where leadership meets real-world business performance: Leadership Simulation

Keystone and our specialist partner Mda deliver high-impact leadership simulations globally.

Our immersive simulations enable leaders to enhance their capabilities, knowledge, and behaviours by illustrating their connection to your commercial success.

What it is

A fast-paced business simulation where leaders take the reins of a fictional organisation and navigate real-world challenges - from market shifts and operational pressure to people decisions and stakeholder demands.

Over one, two, or three days, participants make strategic choices, respond to uncertainty, and see the consequences play out in real time. Each decision matters. Every behaviour counts.

Designed and facilitated by Keystone and our global partner Mda, this is not a classroom exercise. It's a fully immersive environment that mirrors your commercial reality, connects leadership behaviour to business results, and builds the mindset needed to perform under pressure.

What leaders gain

By the end of the simulation, participants don't just know what good leadership looks like - they've lived it. Key outcomes include:

- **Sharper commercial thinking** - understanding how decisions affect the whole business.



- **Stronger collaboration** - breaking down silos and building trust under pressure.
- **Adaptive leadership** - leading through ambiguity and complexity with confidence.
- **Better decision-making** - balancing people, profit, and purpose.
- **Self-awareness and ownership** - recognising individual impact and taking responsibility for development.

How it works

Leaders work in teams, leading a business through three fast-moving years of activity:



Throughout, expert behavioural coaches observe, give live feedback, and connect behaviour to performance outcomes.



Flexible formats

We offer 1-day, 2-day, and 3-day versions, each tailored to your business context and leadership framework.

1-day simulation

A high-energy, condensed experience, perfect for organisations who want to test the water before committing to the full simulation or as a module in a leadership programme. Participants lead, decide, and reflect within a single business cycle, gaining tangible insight into their leadership impact. Ideal for Talent, Future Leader, or High Potential programmes needing a focused boost in:

- Commercial Decision-Making
- Stakeholder & Influence Skills
- Leading Through Ambiguity
- Building Trust Under Pressure

2-day simulation

Two days of intense, practical learning where leaders run their business through multiple “years” of change and challenge.

Teams make tough decisions, balance people and profit, and experience first-hand how collaboration drives results.

This format suits leadership cohorts or cross-functional teams ready to break silos, test strategy under pressure, and turn insight into action.

3-day simulation

Our most immersive format - a complete leadership journey through uncertainty, team development, and global expansion. Leaders adapt strategy as market conditions shift, supported by live coaching and data-driven feedback. The extended time allows for deeper behavioural insight, stronger reflection, and powerful alignment to your organisation’s values and goals.

What clients say

You have helped our leaders grow in so many exciting ways! Feedback from participants is even better than I imagined.” **Defence business**

“It has proved to be one of the most important training activities we have ever undertaken... The programme changed people's priorities and actions on a day-to-day basis.” **International insurance group**

“You do an exercise, you reflect, you get other people's views straightaway away on how you ran that task... and that is really, really beneficial.” **Participant**

“One of the very best development programmes I have ever experienced.” **Participant**

Contact Keystone to find out more:

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