

# PURE BUSINESS SIMULATION SUMMER ACADEMY

Lead with Impact: Take part in the **PURE VUCA** Business Simulation to tackle complexity!



In today's business environment, **leaders must navigate a landscape marked by Volatility, Uncertainty, Complexity, and Ambiguity (VUCA).**

To navigate complexity, managers are not just **challenged to make the right decisions**, but also to **understand the impact of their decisions on the business.**

## FROM COMPLEXITY TO CLARITY: MASTERING BUSINESS DECISIONS IN THE VUCA ENVIRONMENT



Learning how to develop strategies to manage complexity



Understanding the importance of customer value



Experiencing the importance of interconnections

As leaders of tomorrow, you **shape the organisation's direction, resilience, and long-term success.**

The VUCA Business Simulation supports you in

- gaining the skills to **respond rapidly to volatile conditions**,
- improve **decision-making in uncertain situations**, and
- **lead** teams **through ambiguous challenges**.

This is how you will develop a strong foundation in **systems thinking**. Experience VUCA in action to see the big picture and manage interconnected complexities.



## CONTENTS OF THE WORKSHOP

- ✓ Experience the impact of your leadership decisions in a realistic, yet safe simulation environment.
- ✓ Make business decisions, respond to sudden market changes, and see the effects in real-time.
- ✓ Work as a team, tackle complex challenges under time pressure, and develop sustainable strategies together.
- ✓ Receive hands-on feedback from our experienced trainers – and gain concrete insights for your everyday leadership practice.

## VUCA SUMMER ACADEMY

- ✓ Date and time August, 21st 2025; 09:30 - 16:30
- ✓ Location PURE Innovation Lab, Neutorgasse 4-6, 1010 Vienna
- ✓ Language English/German (depending on participants)
- ✓ Price EUR 450,- excl. VAT; incl. beverages & food

**Ready to rise to the challenge? Contact us now to secure your spot!**



### LUISA SCHUMANN

"In the business simulation, you don't just learn about complexity; you experience it. The pressure of balancing competing priorities and the ripple effect of every decision is where the real learnings happen."

✉ [luisa.schumann@puremanagementgroup.com](mailto:luisa.schumann@puremanagementgroup.com)



### PAULA HEERS

"This simulation gets to the heart of corporate reality, making decisions and interrelationships tangible - and learning suddenly becomes very practical. I am always amazed at how many "aha" moments there are in a day!"

✉ [paula.heers@puremanagementgroup.com](mailto:paula.heers@puremanagementgroup.com)

*"It was truly an interesting training. Especially as we were in roles that we are not used to. It made me realize how important cross functional communication is!"*

*"The PURE Business Simulation was a great experience making decisions in a complex environment as well as learning how to structure and develop a team!"*