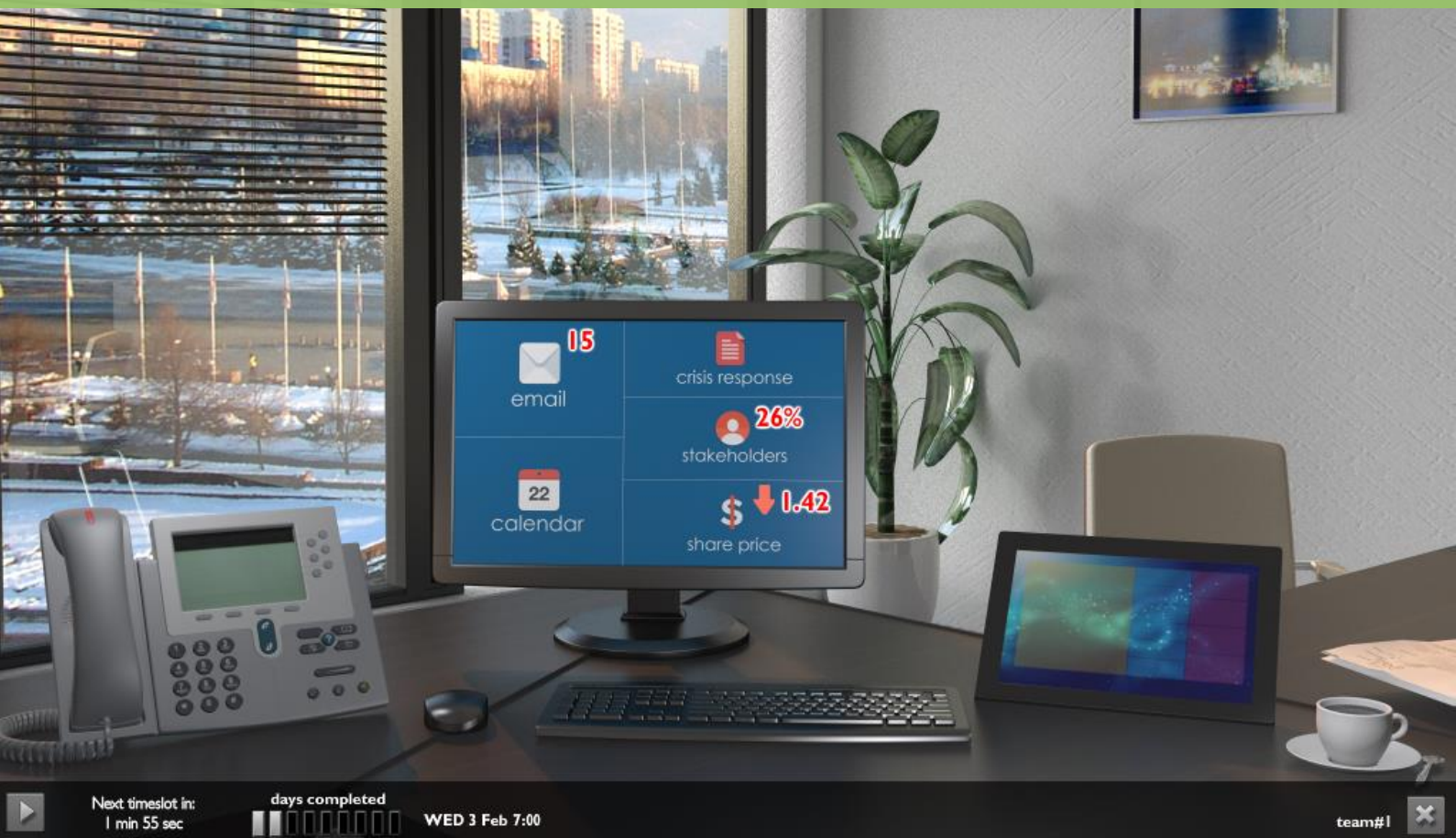


# 'KEROVKA' simulation



## Prendo's 'KEROVKA' simulation provides an intense, risk-free experience of managing a time-pressured crisis scenario

The "9 days in 90 mins" simulation can be used in classroom, online, project start-up and assessment events

Developed with Professors from Wharton and Kellogg, it is used in various contexts, including:

- crisis and reputation management
- general management and strategy
- stakeholder engagement
- crisis communications

### WHO FOR



anyone who might be involved in a crisis scenario, including:

- general managers
- project & program managers
- crisis managers
- communication managers

### KEY OUTCOMES



participants gain a number of insights & skills, including how to:

- protect value & reputation in a crisis situation
- map & prioritize stakeholders
- develop effective stakeholder and communication strategies
- engage and develop trust with stakeholders
- adapt to new information and make rapid decisions

### LOGISTICS



- the simulation workshop can be run with anything from 8 to 80 participants, and within a 2 to 4 hour timeframe
- it can be run with teams in one classroom, or separate rooms; or in online events with remote participants
- each team needs a computer