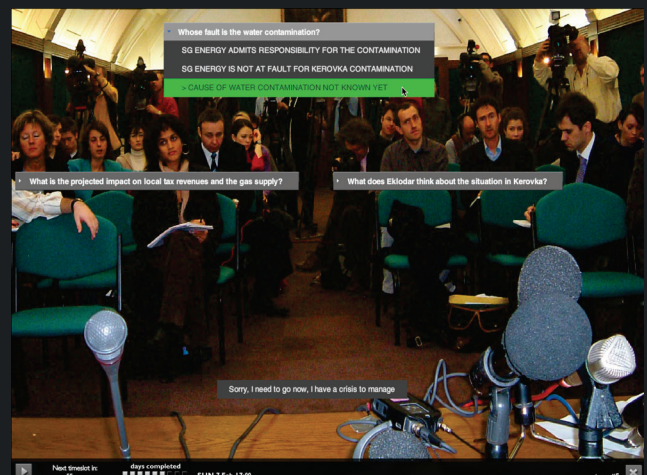
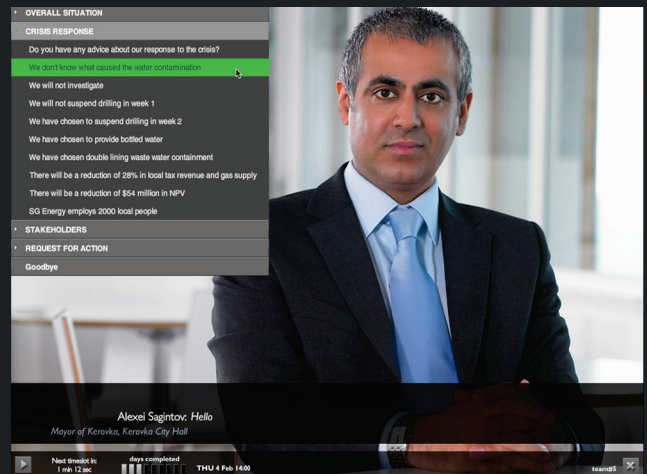
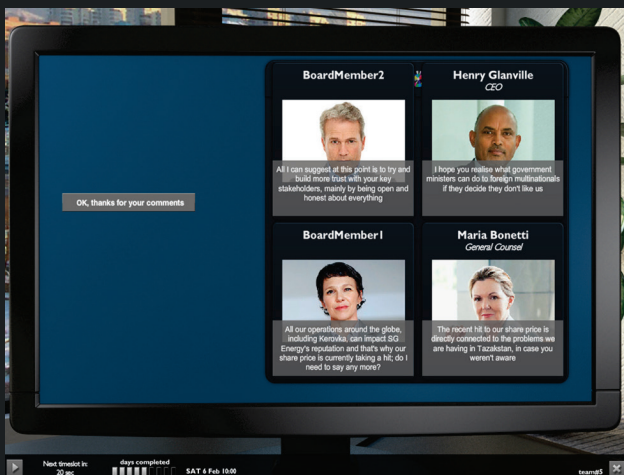


KEROVKA simulation



Prendo's Kerovka simulation challenges participants to manage a crisis. It is an intense, but risk-free experience.

The “9 days in 2 hours” simulation is used in online and classroom learning events, and in crisis preparation workshops

The topics it covers include:

- crisis management
- managing trust & reputation
- stakeholder management
- responsible leadership

Who is it for?

Kerovka is regularly used by:

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

as well as Masters and E/MBAs, and executives on business school programs

Key Outcomes

Participants develop a number of skills, including how to:

- protect shareholder value & corporate reputation
- quantify stakeholder driven risks
- develop effective communication strategies
- develop trust with stakeholders
- make rapid decisions in a dynamic scenario
- manage the media

Logistics

- the simulation workshop can be run with anything from 6–100 participants, and within a 3–6 hour timeframe
- it can be run with teams in classroom workshops; or in online events with remote participants
- each team needs an internet-connected computer (PC or Mac)

Why Simulate?

- Developing skills by listening and reading doesn't work
- Today's learners expect more effective methods
- People only develop skills by practising them
- Simulations provide accelerated and risk-free experiences
- It's irresponsible not to when the stakes are high
- Learners can see the crucial links between cause and effect
- Making mistakes in the real world is less likely

“

**I hear and I forget.
I see and I remember.
I do and I learn.**

—Confucius

”



“I've been using Kerovka in the MBA program at Kellogg for many years now, including a class with 70 students in virtual teams. I highly recommend it for any class that aims to equip professionals with cutting-edge management skills.”



—Dylan Minor, Professor
Kellogg School of Management

“Everyone loves it, it's engaging and fun, but there's also real learning involved; in the debrief we show how to apply the learning points in order to improve performance in the real world.”



—Professor Witold Henisz
The Wharton School

“Since 2013, Sellafield has been using Kerovka as part of our mandatory project management academy training; one of the key lessons is how to build trust with external stakeholders.”



—Dr Christos Triantis
Sellafield

“We are using Prendo's Kerovka simulation on the MPM program at Reykjavik University: student feedback is always outstanding.”



—Helgi Thor Ingason
Reykjavik University