

Strategy-to-Execution Simulation Lab

From Business Model Thinking to Live Business Decisions

ABOUT THE LAB

A two-day executive lab that turns business-model thinking into live decisions. You'll map a model on the Business Model Canvas, then run it inside a business simulation – making real calls, seeing the consequences, and learning how strategy translates into execution.

WHAT YOU'LL DO

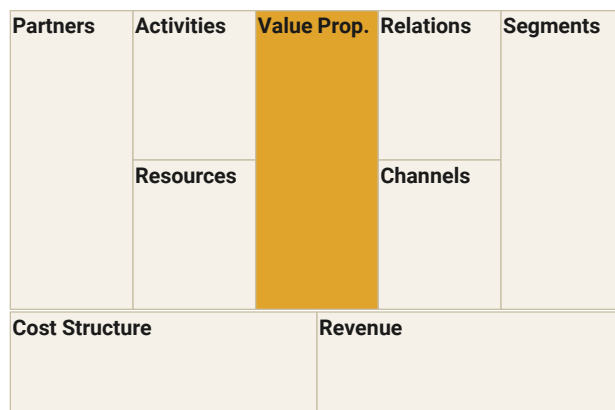
- Map your business model on the Canvas in Miro
- Pressure-test strategy assumptions and risks
- Make live, cross-functional decisions in simulation
- Read performance data and adjust your strategy

WHO SHOULD ATTEND

- Business unit heads and managers
- Product, innovation and transformation teams
- Emerging leaders building business acumen
- Cross-functional teams aligning strategy to execution

WHAT YOU'LL LEAVE WITH

- A completed business model on the Canvas
- Insight into cross-functional trade-offs
- A practical execution and improvement plan



The Canvas is mapped live and collaboratively in Miro.

SGD\$1035.50

inclusive of 9% GST per participant · 2-day in-person

IN-PERSON · AI-ENABLED TOOLS

HOW IT WORKS

- › Map the model in Miro
- › Run it in live simulation
- › Execute and improve

Programme & Outcomes

LEARNING OUTCOMES

- Understand the logic of business model design
- Map value creation, customers, resources and revenue
- Experience cross-functional trade-offs through simulation
- Use live data to make, test and adjust decisions
- Connect strategy, operations, finance, marketing and people
- Produce an execution insight and improvement plan

PROGRAMME OUTLINE

Day 1 – Model & Setup

- Build your Business Model Canvas in Miro with AI-enabled tools
- Define customer, value-proposition and operating-model logic
- Surface strategy assumptions and risk points
- Simulation briefing and team roles

Day 2 – Decisions & Execution

- Data review, decision cycles and trade-off analysis
- Strategy adjustment and performance reflection
- Group presentation: execution insights and next moves

Optional

- MonsoonSIM data scenario to redesign a new business model



THE SIMULATION ENGINE

120,000+

learners worldwide

- Real-time, risk-free decisions
- Cross-functional ERP modules
- Live KPI debriefs & analytics

MODULES SIMULATED

Finance · Procurement · Marketing · Operations · Supply Chain · HR · Retail · Production

TRAINING DATES:

- 1) 23 and 26 Oct 2026
- 2) 21 and 22 Jan 2027
- 3) 22 and 23 Jul 2027
- 4) 21 and 22 Oct 2027

TIMING:

9am to 5pm

VENUE:

SNEF @ Paya Lebar Square

REGISTER YOUR TEAM

A 2-day in-person specialist lab. Contact SNEF to reserve places or arrange an in-house cohort:

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