

The innovative and mobilizing business game



## CONCEPT UNDERSTAND. SHAPE. AFFECT.

iMove Lead is an interactive business game for students that showcases how the behavior of managers influences the organization and the customer experience. In a realistic simulation, the participants experience the effect of their own decisions on the system. Reflection, teamwork and a change of perspective strengthen the understanding of responsibility and one's own role in the corporate context.

## TARGET GROUP WHO BENEFITS FROM iMove Lead

Students experience their impact on organization and customer — embedded in an experiential and practice-oriented methodology.

In degree programs and educational programs, junior employees train systemic thinking, teamwork and a sense of responsibility for their future role in the profession.

Participants reflect on their actions, recognize their impact, and gain clarity about their role within organizational systems.

## BENEFIT RESPONSIBILITY STARTS WITH YOU

Participants of iMove Lead develop an awareness of their own impact in the system. They learn how their behavior influences team interaction, the organization and the customer experience. Through reflection and a change of perspective, they recognize their own possibilities of influence and learn to actively assume responsibility. At the same time, the ability to work in a team, entrepreneurial thinking and a holistic understanding of interrelationships in an organizational context are strengthened.

**DURATION**  
1-2 DAYS



**ON-SITE DIGITAL**  
DIGITALLY SUPPORTED  
ON-SITE TRAINING



**ONLINE**  
MODERATED  
ONLINE LEARNING



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## HOW TO USE iMove Lead

### Fostering awareness of roles and personal impact

iMove Lead sensitizes participants to their role within a system. In the simulation, they experience how their behavior affects teams, organization and customer experience. Educational institutions use the simulation game to anchor reflection and a sense of responsibility in the learning process – practical, motivating and connectable.

### Competence module in degree programmes for self-reflection

iMove Lead is ideal as a building block in curricula that promote personality development, impact competence or systemic thinking. Participants learn to classify decisions, understand dynamics and actively participate in group processes through teamwork – valuable for academic studies, practical phases and career entry.

### Impulse for reflection in orientation and practical phases

Whether at the beginning of your studies, during an internship semester or before starting your career – iMove Lead offers a protected space for self-reflection. The simulation encourages people to critically question their own thoughts and actions and to derive impulses for dealing with responsibility and organizational impact.

## HOW CUSTOMERS RATE iMove Lead

*"iMove Lead is a real eye-opener for our students. The simulation reveals how individual behavior has an effect – on teams, structures and the customer experience. A valuable space for reflection, especially for aspiring managers."*

*"The students were surprised by the amount of influence they themselves have over the system – even without a formal leadership role. iMove Lead brings theory and practice together in an inspiring way and fits perfectly into our competence curriculum."*

*"iMove Lead promotes exactly the skills that count when starting a career: taking responsibility, thinking in a networked way and acting reflectively. The combination of simulation game, teamwork and reflection is very well received by our participants."*