

# RED HORIZON

AN AI STRATEGIC SIMULATOR

Red Horizon is a multi-role, **AI-guided strategic simulator built for leadership teams and organisations.** Participants enter a shared environment, assume specific roles, and navigate high-stakes scenarios that mirror real organisational challenges - from supply chain shocks to technology investment decisions. Every decision is evaluated by an AI Chairman against criteria defined by your organisation.

## How the works



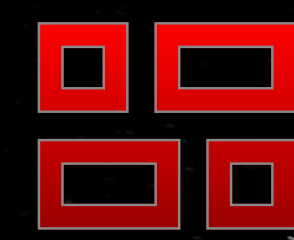
### Set the Session

A facilitator configures the roles, scenarios, scoring criteria, and timing.



### Choose Your Role

Each participant selects a leadership or functional role, shaping their perspective and decision prompts.



### Face the Scenarios

Five escalating challenges unfold inside a shared Mars base environment.



### Decide Together

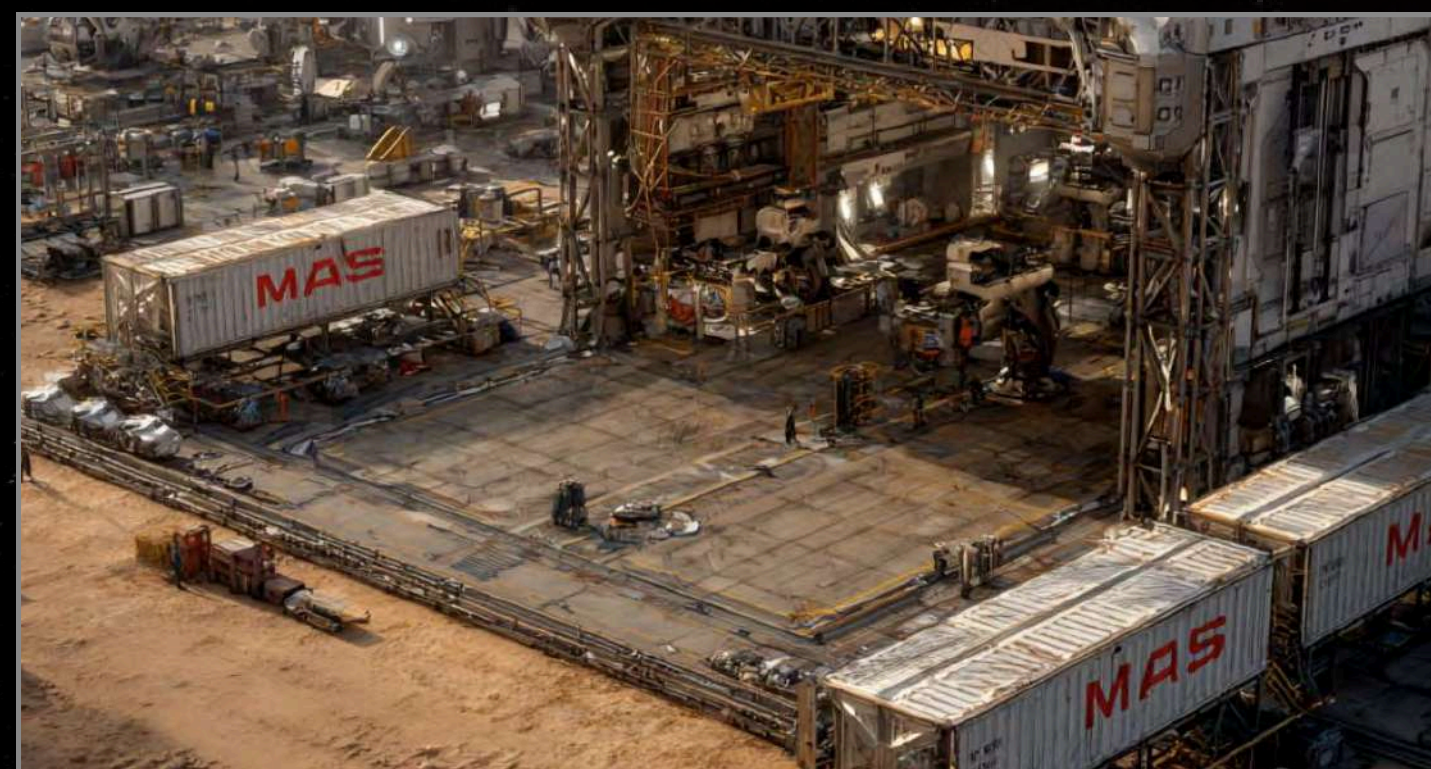
Teams discuss privately, then submit role-based decisions under time pressure.



### Learn from the AI

RedBrain analyses every decision and reveals trade-offs, alignment, and impact in real time.

## Inside the Experience



One continuous immersive environment



Five distinct scenario zones



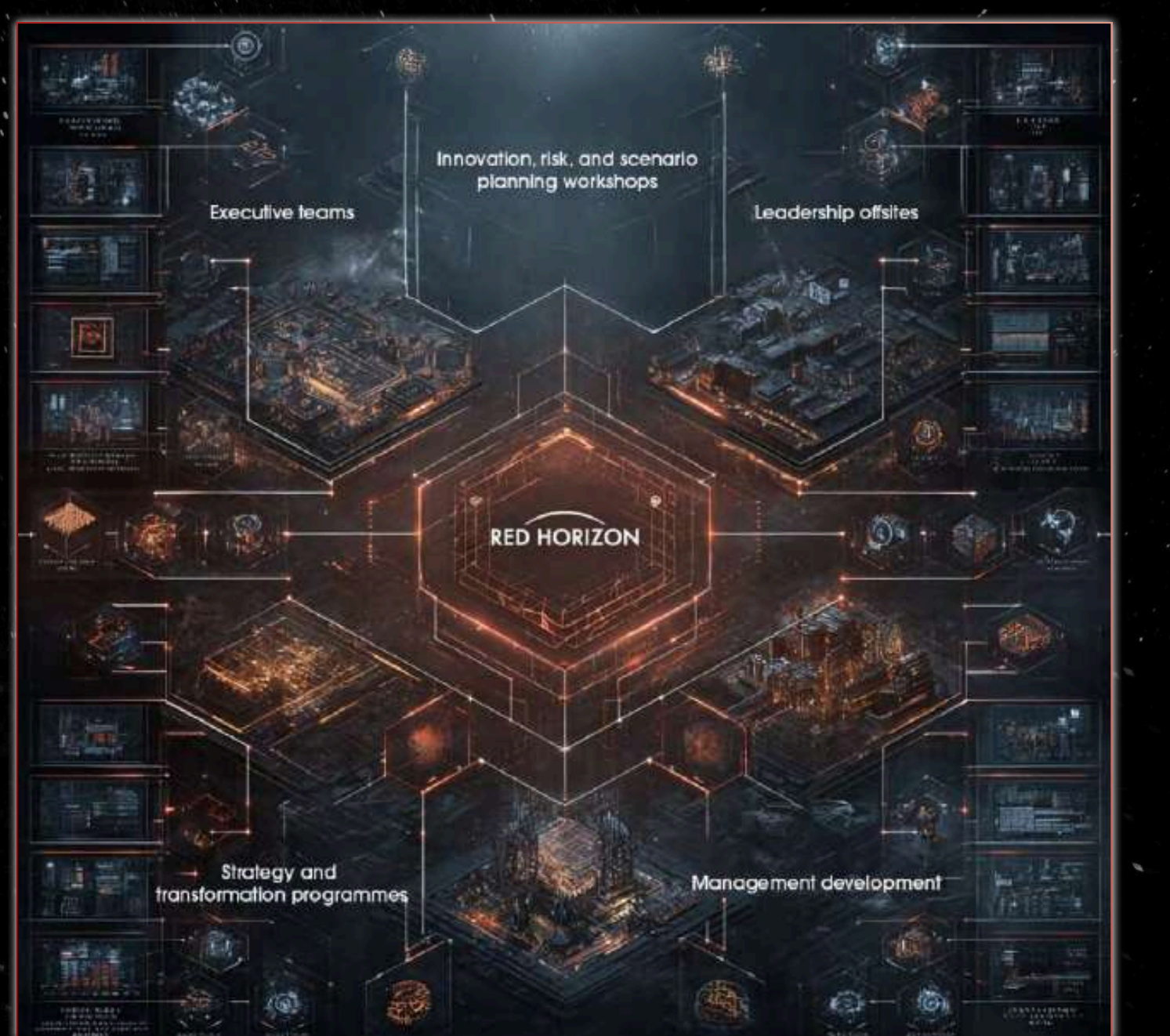
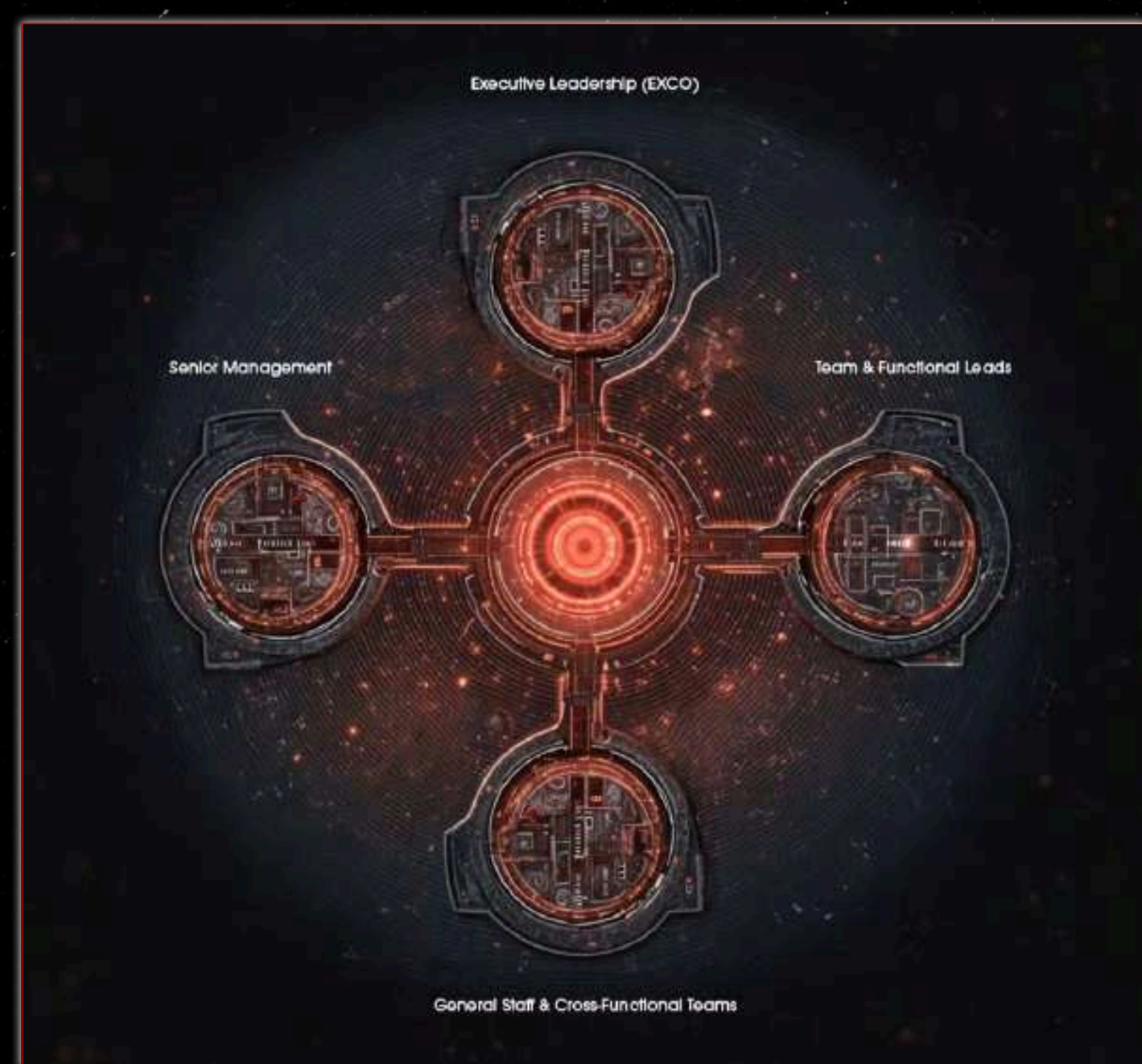
Private discussion pods for teams



Live insights dashboard



AI Chairman briefings and summaries



### Built for Every Level of the Organisation

The experience is designed to feel calm, focused, and serious - enabling better conversations, not distraction.

#### Executive Leadership (EXCO)

- Strategic, cross-functional decision-making.

#### Senior Management

- Departmental ownership and execution.

#### Team & Functional Leads

- Delivery-focused, operational leadership.

#### General Staff & Cross-Functional Teams

- Alignment, collaboration, and shared understanding.

The same simulation. Different perspectives. Stronger alignment.

### Real Challenges. Real Trade-Offs.

The experience is designed to feel calm, focused, and serious - enabling better conversations, not distraction.

- Supply Chain Disruption
- Market & Business Model Pivot
- Cyber & Infrastructure Incident
- Talent & Culture Breakdown
- High-Risk Technology Investment

There are no perfect answers - only consequences.

### Meet RedBrain - Your AI Chairman

RedBrain is an AI Chairman that evaluates decisions based on the criteria that matter most to your organisation.

It does not tell players what to do.

It shows them the impact of what they chose.

RedBrain evaluates decisions across:

- Financial performance
- Operational resilience
- Innovation & technology
- People & culture
- Risk & security
- Brand & reputation

Insights are surfaced after each scenario and summarised at the end of the session.

### Turn Decisions Into Insight

Every decision updates a real-time insights dashboard, revealing:

- Alignment or conflict across roles
- Trade-offs between speed, risk, and performance
- Leadership styles and decision patterns
- Areas of strength and vulnerability

This creates safer experimentation - and better real-world decision-making.

### Who Uses Red Horizon

- Executive teams
- Leadership offsites
- Strategy and transformation programmes
- Management development
- Innovation, risk, and scenario planning workshops

Red Horizon works equally well for in-person sessions, hybrid teams, and fully remote groups.

## BOOKING CONTACT

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## Step into the future of leadership decision-making

REQUEST A DEMO