



DYNAMIC
EVENTS

Before Mars

Can your team break down silos and strike the right balance between competition and collaboration? Test your decisions against international performance benchmarks. Draw real parallels between how your team approaches the challenge and how you build business strategy every day.



More Info

Before Mars sets a new standard in business simulations. It gives your team a platform to measure strategic thinking and execution skills against competitors worldwide. Known for its tough challenges, Before Mars is one of the hardest simulations available. So far, no team has reached the highest possible score. Does your team have what it takes to break barriers, master competition and collaboration, and secure the future of humanity?

Why?

Companies choose this programme to test and evaluate their strategic thinking and execution skills. In the game, you work as an individual team while aiming for a collective target. This mirrors the challenges teams face in the real world and shows how silos form and break. Understanding the decisions your team made during the simulation gives clear insights into what you can do to improve performance.

Event Type	Approach	Duration	Numbers	Location
In Person	Collaborative	3-4 Hours	6-50	Indoor



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How it Works

It's the year 2059 and Earth is no longer habitable. Your mission is to ensure humanity's survival by settling 10,000 people on Mars before time runs out. Success depends on your team's ability to collaborate effectively.

Before Mars is built for companies that want to break down silos and test their ability to handle VUCA (Volatility, Uncertainty, Complexity, Agility) challenges. It helps align teams towards a common goal, strengthen leadership and management skills, and build resilience under pressure.

Objective

Before Mars is designed to build teamwork and cooperation. It strengthens leadership as well as management skills through a shared mission.

The game runs over four quarters, each with five rounds. In each round, your team works to gather resources critical for

launching rockets to Mars. Each successful launch earns status points. Points can be used for the team's benefit or individual gain.

Only the team with the highest status points at the end wins the right to govern the new Mars colony. This forces teams to weigh collective success against individual advantage, creating a complex decision-making challenge.

Learning Effects

Winning takes strong leadership, effective management, and full team commitment. Each round reinforces the value of collaboration. After every quarter, a new global crisis threatens the mission, forcing teams to refocus and work together. It challenges teams to choose: stay committed to the shared goal or prioritise individual success?

Measureability

Each quarter, the goal is to move more people to Mars. Teams must make strategic decisions on resource allocation and crisis management.

Results are measurable. They show team performance, collaboration, leadership, and management skills. Metrics allow you to compare your results against other teams worldwide and track your team's success.

Debrief

At the end of the module, the facilitator leads a discussion to review team dynamics and decision-making.

You get clear, practical feedback to help your team improve and apply the lessons back at work.

Use Cases

- Challenging scenarios with complex cases and processes
- Teams must assign roles and responsibilities through group decision-making
- Teams are combined and locations change during the game
- Collaboration skills are tested across different teams
- Building a strong sense of unity to achieve collective goals
- Teams sometimes fail to meet their objectives
- Teams review and improve cooperation strategies after each challenge
- Teams balance individual goals with group success

Key Business Benefits

- Managing Change
- Creativity & Innovation
- Healthy Competition
- Collaboration
- Communication
- Team Alignment

