

PRODUCT BROCHURE



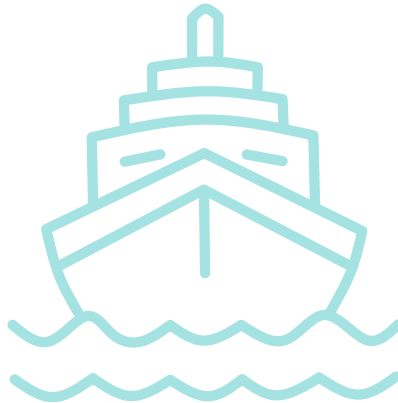
HUMAN ELEMENT IN SHIPPING SIMULATION 2

*Leadership Development
Beyond Gamification*

HOW CAN WE OPTIMALLY PREPARE SEAFARERS IN LEADERSHIP POSITIONS FOR COMPLEX AND CHALLENGING LEADERSHIP TASKS?



Many learning approaches trivialize complexity by dividing leadership topics into individual subjects and learning them in isolation.



HEISS 2 links leadership topics in an engaging, motivating, and social learning process to further develop leadership capabilities in practice.

To be effective and successful as a leadership development tool, it has to reflect the complexity of the learners' leadership situations realistically. HEISS therefore combines **simulation-based learning** with **social learning** for a holistic, sustainable understanding of leadership while being innovative and creating a positive impact.

WHAT IS THE HEISS 2 LEADERSHIP SIMULATION?

In our HEISS 2 leadership simulation, **typical leadership challenges** are brought to life in a dynamic and innovative learning arrangement.

The learner gets promoted to Captain and leads a crew of 7 - 15 seafarers. The **seafarers are represented by avatars** and **react adaptively** to the interventions in the simulation.

Over a period of **20 simulated weeks**, the learner will have to achieve goals together with the crew. In doing so, they will be navigating a dynamic environment shaped by the diverse interests and expectations of the crew members, offering valuable opportunities for learning and growth.

There are **various leadership intervention options** to choose from in order to overcome the challenges.

Turning
Learning
Into
Action



At Atria L&D, we believe **leadership** isn't taught, **it's developed**.

That's why we design immersive learning experiences that empower professionals to grow through **experience, reflection, and action**.

Our approach is grounded in experiential learning and social learning, creating space for participants to learn with and from each other. We don't deliver one-size-fits-all solutions. Instead, we enable learning that is **adaptable, grounded, and real**.



1. High-Impact Simulation

We place the learner in realistic, practice-based simulations that reflect the challenges of modern leadership on board vessels with a multinational crew.

In a safe and structured environment, participants **make decisions**, experience the **impact** of their choices, and engage with the complexity of leadership in real time.

Over **1,000 seafarers** have already experienced the first version of HEISS, which laid the **foundation** for the development of the current HEISS 2 simulation, ensuring the **experience** is engaging, **meaningful and hands-on**.



2. Facilitated Reflection

After each simulation phase, we create space for deep, structured reflection.

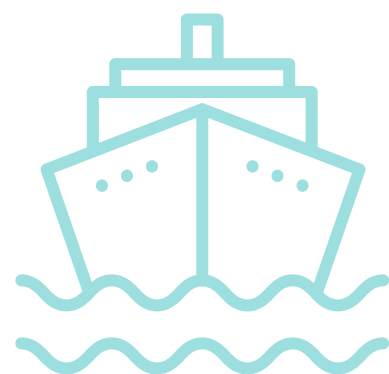
Participants **analyze** their decisions, explore the processes behind them, and reflect on the interpersonal dynamics at play.

This reflection strengthens **self-awareness, critical thinking**, and the ability to lead with **confidence and clarity**.

We included specific **best practices** in the simulation, allowing learners to 'learn from other seafarers', and track their own decisions and actions throughout. At the end, they receive a **personalized leadership report** that reflects their learning experience and provides insights into their executed leadership style.

3. From Insight to Application

With clear guiding questions and space to explore, we help turning learning into everyday leadership practice. The focus is on **real-world impact**: stronger **decision-making**, more authentic **communication**, and **leadership** that adapts and endures. Using recognizable elements of HEISS2, learners move step-by-step **from simulation to reality!**



Gamification, what-if-scenario experimentation, reflective learning, storytelling, learning from others, coaching & mentoring, applied behavioural science – all in one “tool”. **Modern, adaptive**, and ready for what's next.

Leadership Challenges in the HEISS 2 Simulation

Leadership is a multi-dimensional challenge, one that goes far beyond individual decisions. The illustration below highlights the range of influencing factors that officers onboard a ship must balance in their daily work.

In HEISS 2, participants experience firsthand how these dynamics influence their leadership challenges, while also learning how to actively shape and design leadership that is both **effective and impactful**.

In our simulation, participants experience the constant balance between **people and tasks**, exploring how these interact. They reflect on this dynamic and refine **their leadership style**, all within a safe, engaging, and interactive space.

The Key Levers of Impact

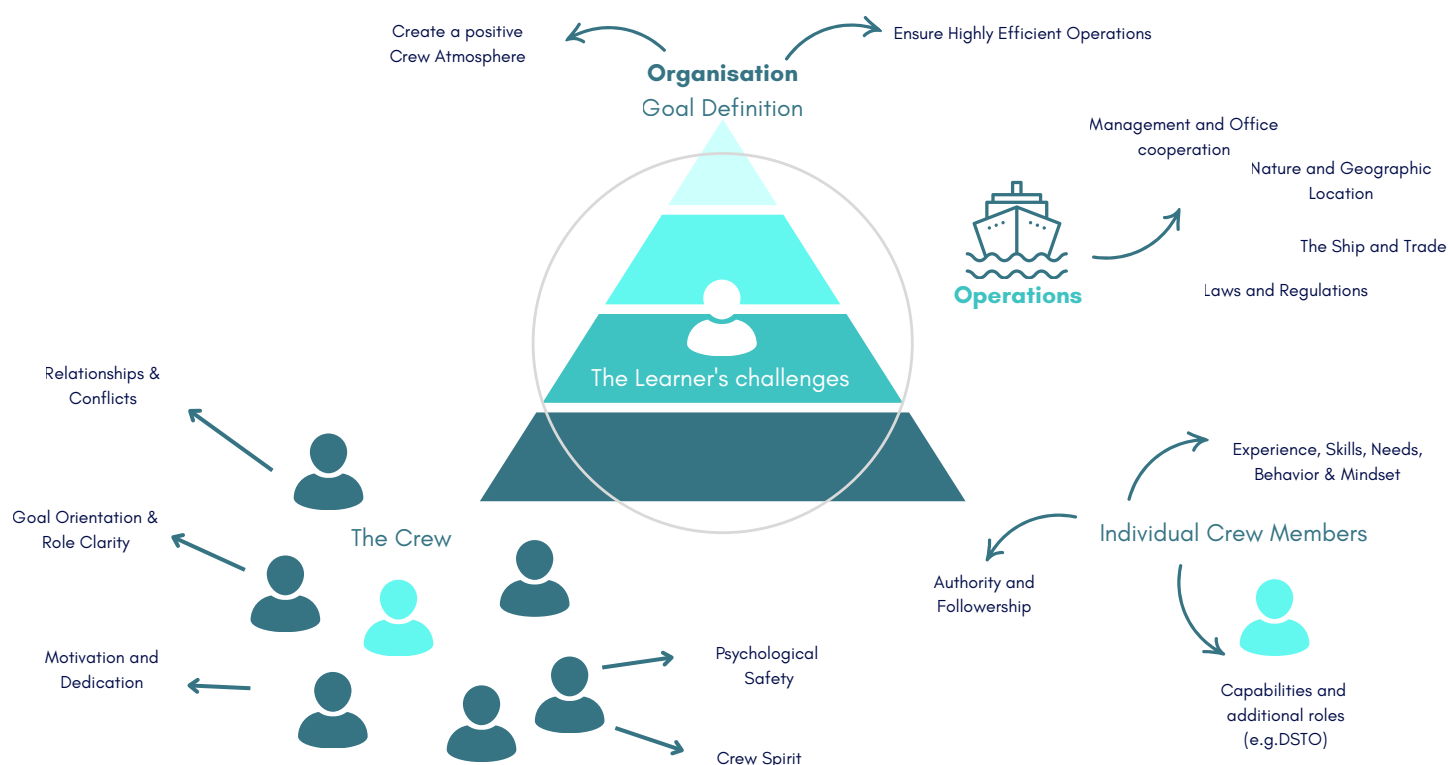
In HEISS 2, leadership decisions are not taken in isolation, and their impact unfolds within a complex web of influences.

Within the organizational environment, the heart of this web lies in four core forces:

- The company goals
- The characteristics of individual crew members
- The crew as a whole
- The ship's operations

Each of these elements brings its own **expectations, different demands, and needs**.

To lead effectively, professionals need to navigate these sometimes competing demands, and make thoughtful choices that align with both people and purpose.



The Core Leadership Challenges at Sea

Onboard leadership requires navigating constantly changing demands, between tasks and people, between routine and high-risk, between crew unity and individual contribution. In the HEISS 2 simulation, these different challenges come to life in a realistic, interactive shipboard environment.

Over the course of a **20-week simulated voyage**, participants step into the shoes of a freshly promoted Captain and face real-world leadership tasks, where every decision affects the crew, the trade, and the overall outcome. Sometimes directly, sometimes in the long run. Like in real life.

1. Organisation vs. Crew Needs

Captains must lead with **clarity** and **purpose**, meeting company goals, creating safety, and driving operational success. At the same time, they are responsible for recognising and supporting the personal needs, skills, and wellbeing/safety of each crew member.

The HEISS 2 simulation challenges participants to:

- Balance **operational efficiency** and **crew motivation**
- Make choices that align with **human dynamics**
- **Provide** direction and structure, without losing sight of empathy

2. Team Dynamics vs. Individual Responsibility

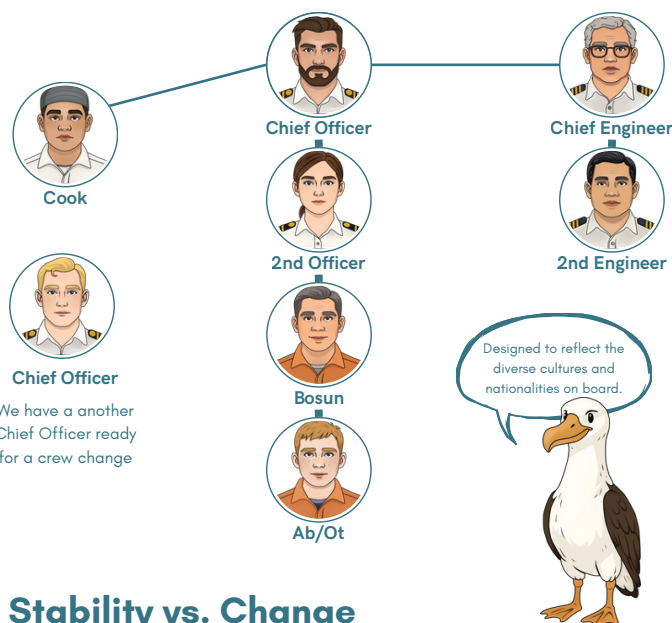
Every crew depends on **strong collaboration**, and also on individual ownership.

The simulation gives seafarers the opportunity to explore how they can increase their impact on:

- **Strengthening team spirit** and cohesion
- Leveraging **personal strengths** and roles
- Maintaining **motivation and accountability** across diverse personalities and ranks



MEET THE CREW



3. Stability vs. Change

At sea, routines provide structure but change is constant.

New regulations, emergencies, external threats, and crew changes demand **flexibility** and **readiness**.

In the HEISS 2 simulation, participants:

- Practise implementing measures creating a safety culture onboard
- Plan for high impact moments like inspections, evaluations and onboard training
- Respond to unforeseen challenges like weather incidents, conflicts, or piracy risks
- Learn to reflect on their own style and impact of decisions made

Effective maritime leadership requires the ability to **create safety in uncertainty**, and HEISS 2 offers a safe space to practise exactly that.

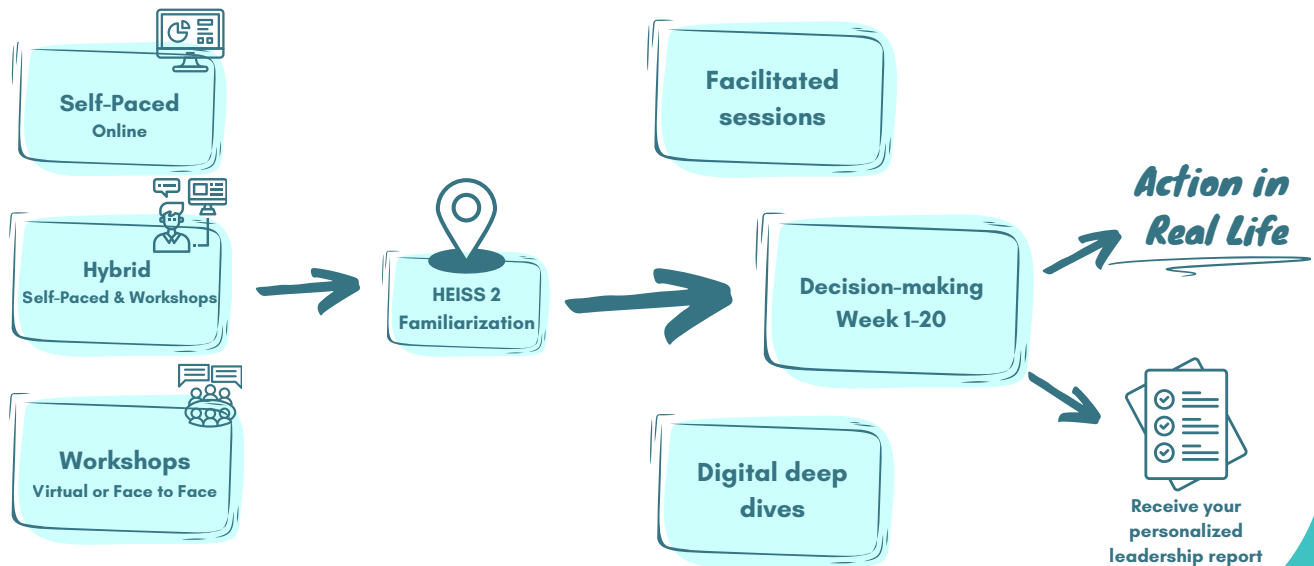
HEISS 2 allows seafarers to level-up their abilities by taking action,

- With no real-world risk
- With real-time feedback
- And with space to reflect, adapt, and grow

Because true leadership is not a fixed state, it's a skill developed through experience, reflection, and real-world application.

The HEISS 2 Simulation

POSSIBLE FACILITATION FORMATS



Technical Setup

Seamless Simulation. Wherever Your Crew Is.

HEISS 2 is entirely browser-based and designed for **ease of access** across locations, devices, and formats. Whether participants are joining from onboard, a training room ashore, or working remotely, the simulation runs smoothly, **no installation is required**.

This makes it easy to access HEISS 2 with full flexibility and minimal technical effort.

How it Works

✓ **Anywhere**

Access the simulation via a secure web link, directly in your browser, no matter where your crew is located.

✓ **Cross-device compatibility**

Runs on laptops, PCs, or tablets (minimum 720p resolution).

✓ **Full browser support**

Compatible with all major browsers: Chrome, Firefox, Safari, and Edge.

✓ **No downloads, no delays, auto-save**

Starts instantly. No installations or plugins needed. Low download rate, text and images.

✓ **Embedded in the Atria Learning Platform**

Digital deep dive modules and audience specific-support. Vessel, trade and other 'corporate-specific' details. Customizable.

Participation Modes & Formats

- **Single-player mode:** Ideal for individual leadership development journeys.
- **Team-based mode:** Designed to foster collaboration and personal exchange.

These options allow full adaptability to your organization's learning goals from onboard leadership programs to shore-based officer workshops, conferences or talent programs.



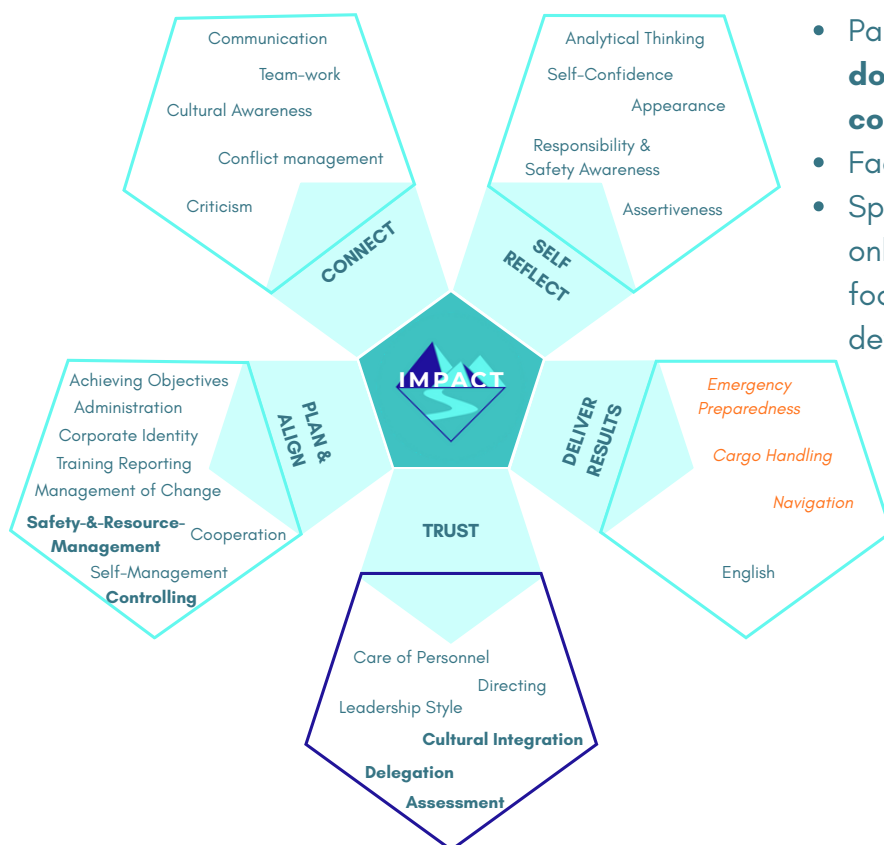
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Matching objectives & execution

“Rome wasn't build in a day.”

Important considerations for creating impact

HEISS 2 provides context and dynamic engagement across the full spectrum of personal, social, managerial and leadership competences. As much as Rome wasn't build in a day, the development of all competences in one 'training session' is not realistic. Before executing HEISS 2, it is important to match time-frame, delivery style and learning objectives with the expected outcome. **Learning design creates impact.** Therefore we have created different HEISS 2 packages, **guiding the co-creation process from goals to outcomes.**



Empowerment package - Simulation only

- For organizations with existing programs, workshops, or trainings
- Train the Trainer and complementing materials

Engage & Learn package

- For 2 - 5 days workshop settings
- Facilitated, at location or virtual
- Online preparation and follow-up learning

Engage, Learn & Develop package

- For 2 - 6 months talent programs
- Paradigm: **Developing in any of the talent domains directly fuels growth in competences.**
- Facilitated, at location or virtual
- Spaced process, combining the simulation with online deep dives, facilitated sessions and focused personal or organizational development.

These packages allow fast implementation while being adaptable to organization-specific values, standards, career phases, training landscapes and company-wide change processes.

***From head to hands and heart:
Get in touch, try it out, feel the impact!***

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