



# PRODUCT BROCHURE 2025

An immersive learning  
experience for future and  
current leaders

**MAKING LEADERSHIP,  
CHANGE AND AGILITY  
TANGIBLE**

[www.leaderfy.de](http://www.leaderfy.de)

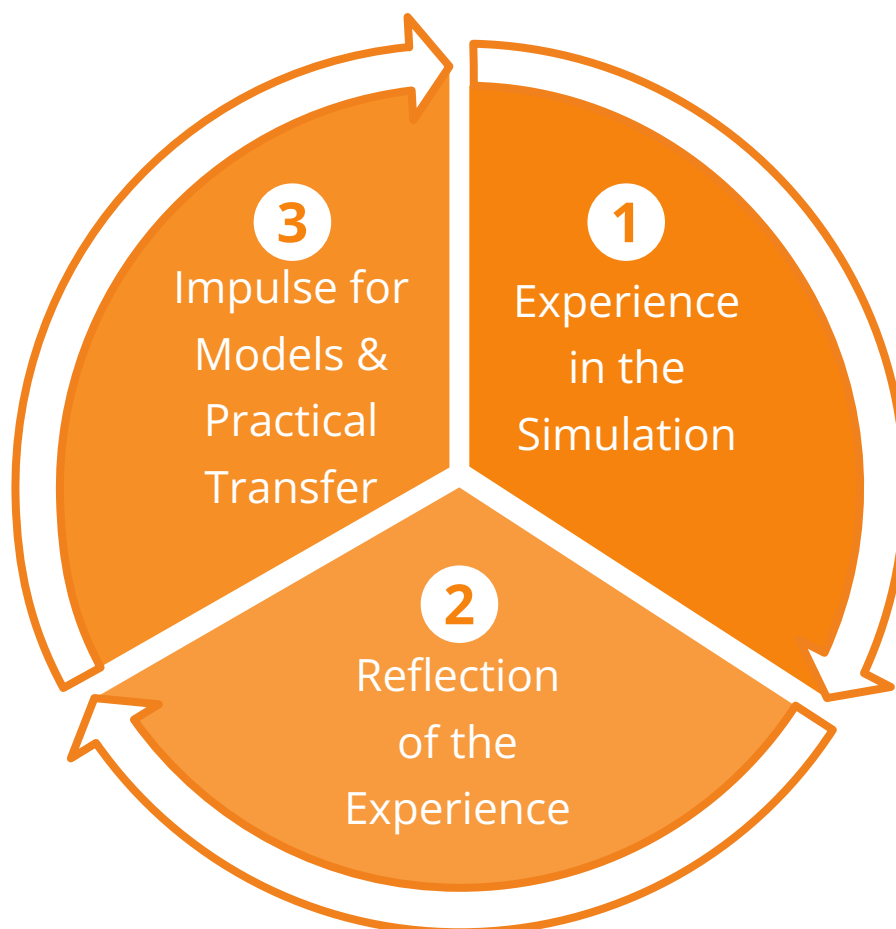




*Leaderfy connects leadership topics to create a holistic, practice-oriented learning experience for navigating the complexities of leadership.*



## Our Learning Approach: Experiential Learning and Social Learning



At Leaderfy, we follow a didactic approach based on **experiential learning** and **social learning**. We are convinced that "good leadership" cannot be taught, but is instead developed collaboratively. This concept is built on a dynamic triad of **experience, reflection,** and **practical transfer**.

### 1. Experience in the Simulation

Our participants immerse themselves in realistic simulations that allow them to **experience leadership situations in a practical, hands-on manner**. Through these immersive experiences, they can make decisions in a safe environment and observe their immediate consequences. Our simulation model evaluates empirically proven correlations and success factors, allowing the complexity of leadership to be consciously experienced.

### 2. Reflection on the Experience

After the simulation, we facilitate an in-depth **reflection on the experiences gained**.

Participants analyze the decisions they made, reflect on the content and underlying processes, and examine group-dynamic aspects. This **reflection process strengthens their decision-making competence and fosters the ability for critical self-analysis**.

### 3. Input on Models & Practical Transfer

Building on the reflection, participants receive targeted input on relevant models and theories. Guiding questions help them transfer the learned concepts into practice. Our learning concept aims to **foster competencies such as decision-making, critical thinking, communication, and reflective capacity**. By

applying what has been learned in real-world contexts, knowledge transfer is ensured and the sustainable development of leadership skills is supported.

**Experiential learning** goes far beyond the mere transmission of knowledge — it enables the profound, sustainable development of leadership competencies. **This is exactly where Leaderfy comes in: leadership is not learned theoretically, but is advanced through personal experience, critical reflection, and targeted practical transfer.**



In an increasingly complex and uncertain world, it is essential to see leadership not as a rigid concept, but as a **dynamic balancing act**. Leaderfy helps master this balance by teaching leaders how to navigate between organizational requirements, team dynamics, and individual needs.

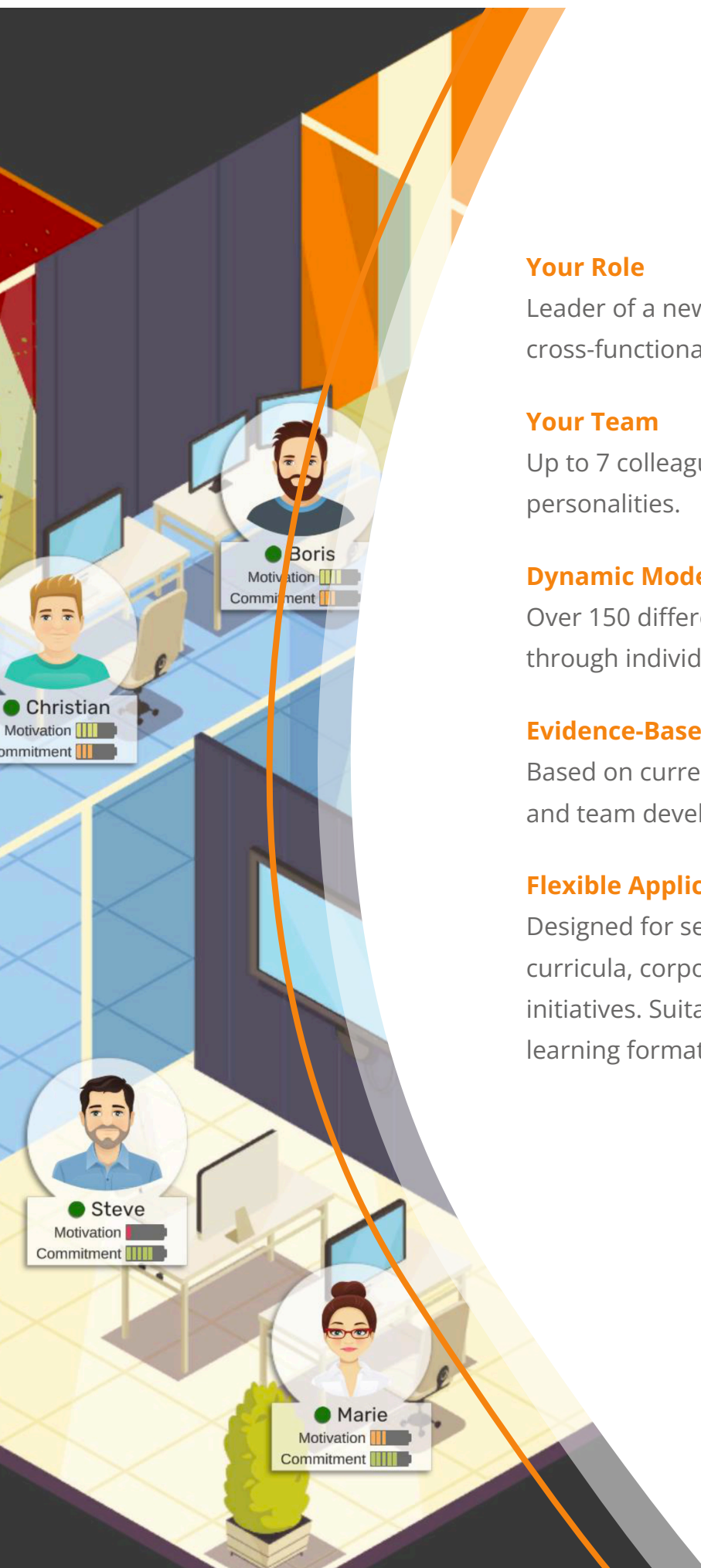
**Learning leadership means: Experience, Reflect, Apply.**



# A Safe Space to Practice Leadership

With our Leaderfy Game, we create a safe learning space where both current and future leaders can experience the complex dynamics of leadership through hands-on action.





### Your Role

Leader of a newly formed, cross-functional team.

### Your Team

Up to 7 colleagues with diverse roles and personalities.

### Dynamic Model

Over 150 different actions enable adaptive learning through individual experiences.

### Evidence-Based

Based on current empirical research in leadership and team development.

### Flexible Application

Designed for seamless integration into university curricula, corporate training programs, and L&D initiatives. Suitable for in-person, online, and blended learning formats.

# The Core Challenge: Finding your Balance

Leadership is a **multifaceted challenge** that goes far beyond individual decisions. The illustration shows the various influencing factors that leaders must balance in their daily work. In the Leaderfy Game, participants experience first-hand how these dynamics affect their leadership role and how they can **actively shape effective leadership**.

The three central areas of influence – **Organization, Employees, and Team** – clarify that leadership always operates within a **complex field of tension**. At the same time, the surrounding environment, with its conditions and requirements, influences how

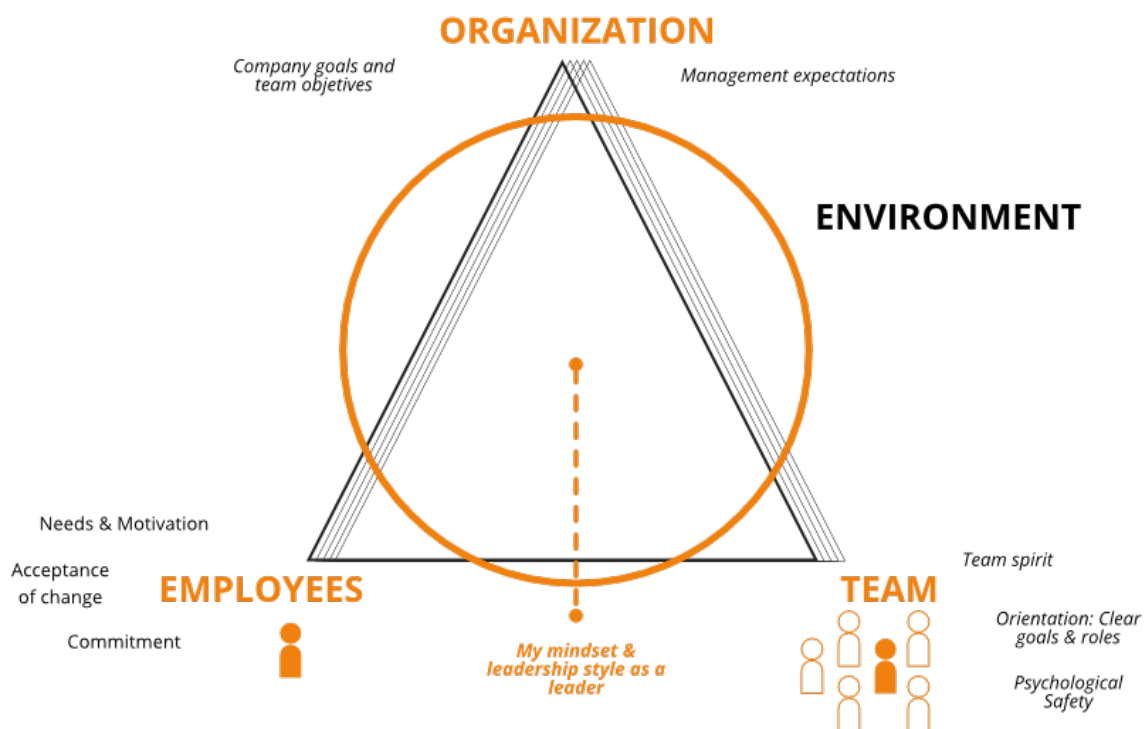
leadership can be designed. Leaderfy helps you to **experience, reflect on, and optimize this balance in a playful manner**.

## Balance in Leadership: The Key Levers

To ensure effective leadership, leaders must find a balance between different areas of tension. The three essential perspectives are:

### 1. Organization vs. Individual

Leaders must meet **strategic requirements and corporate goals** without losing sight of the **individual needs of their employees**.



Leaderfy simulates realistic scenarios in which participants must weigh economic success, innovation, and organizational guidelines against the **empowerment of their teams**.

## 2. Team Dynamics vs. Individual Responsibility

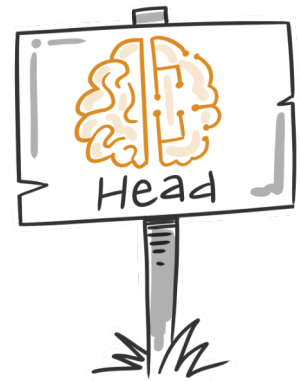
A strong team thrives on **collaboration and shared progress**. At the same time, **individual strengths and responsibilities** are essential. In the simulation, participants experience how to foster synergies within the team while also providing **targeted support to individuals** to keep performance and motivation high.

## 3. Stability vs. Change

An organization's environment is constantly changing – whether due to market conditions, technological advances, or internal restructuring. Leaderfy teaches how leaders can establish **stable processes** while simultaneously **reacting with agility to change**, ensuring **sustainable development**.

## Training Leadership as a Balancing Act

The Leaderfy simulation makes it possible to test and improve these skills in these areas of tension **without real-world risk**. Participants **reflect on their own decisions**, receive **valuable input** for their leadership role, and learn how to ensure a balance between organizational, team-related, and individual challenges. Because ultimately, leadership is not a static state – it is a **continuous balance between stability and adaptability**.





# Our Leaderfy Game: The Scenarios

## Change Scenario: „Leading Change“

### When to choose this scenario?

- ◆ To understand the fundamental **dynamics of change** processes.
- ◆ To learn how to strategically **guide transformations** within a team or organization.
- ◆ To practice **managing resistance** and building genuine acceptance.
- ◆ To focus on developing the right **interventions** and fostering **psychological safety** during periods of uncertainty.

### Ideal for:

- ◆ Emerging and experienced leaders who are facing or leading change processes.
- ◆ Change Managers, HR business partners, and internal transformation experts.
- ◆ University students (Bachelor, Master MBA) in courses on change management, organizational behavior, or leadership.

### Common Application Formats:

- ◆ An intensive workshop, delivered online or in-person (e.g., 1.5-2.5 days).
- ◆ A multi-part online training series (e.g., 3 sessions of 4 hours each).
- ◆ As a core module with a university course or a corporate leadership program.

## Leadership Scenario: „First 100 days as Executive“ or „Leadership Compact“

### When to choose this scenario?

- ◆ For a holistic exploration of the **leadership role** itself.
- ◆ To define a personal **leadership stance**, build authority, and reflect on your impact.
- ◆ To master key aspects of **team leadership**, including **role clarification** and effective **decision-making**.
- ◆ To learn how to lead effective **one-on-one conversations** by understanding individual team members.

### Ideal for:

- ◆ Aspiring or newly appointed leaders taking on management responsibilities for the first time.
- ◆ Experienced professionals transitioning into a formal leadership position.
- ◆ Established leaders who want a safe environment to reflect on and refine their leadership identity and style.
- ◆ Students in advanced degree programs (Master, MBA) with a focus on leadership development.

### Common Application Formats:

- ◆ As a central element of a long-term corporate development program (e.g., over 6-9 months), combining simulation with workshops and coaching.
- ◆ A standalone, multi-module course focused on reflection and practical skill-building.
- ◆ An in-depth, semester-long seminar within a university curriculum.

## Agility Scenario: „Agile Leadership and Team Development“

### When to choose this scenario:

- ◆ To understand agility as a comprehensive **mindset**, moving beyond just a set of methods.
- ◆ To learn when and how to effectively **apply agile principles** in your specific context.
- ◆ To understand how **leadership roles shift** and evolve in self-organizing environments.
- ◆ For **Scrum Masters** or **Agile Leads** to deepen their understanding of **team development** and their own leadership impact.

### Ideal for:

- ◆ Leaders and managers who want to introduce or deepen agile ways of working in their organization.
- ◆ Agile teams looking to improve their collaboration and understand the success factors of self-organization.

- ◆ Agile practitioners (e.g., Scrum Masters, Agile Leads, Product Owners) seeking to enhance their leadership competencies.
- ◆ Consultancies and academies that design and deliver agile leadership programs.
- ◆ University programs with a focus on Agile Management, Digital Transformation, or Project Management.

### Common Application Formats:

- ◆ A 2-day intensive training workshop on agile principles, values, and leadership.
- ◆ A multi-part online program focused on specific topics like agile team development or role-based leadership.
- ◆ An introductory or advanced seminar in a university course.

## Which Scenario for Which Challenge?

Youzr Challenge	Recommended Scenario
How do I successfully lead my team through change?	Change Scenario
How can I manage resistance and build acceptance for change?	Change Scenario
How do I find my role as a leader?	Leadership Scenario
How can I position myself as a leader and establish authority?	Leadership Scenario
How can I master team leadership, ensure role clarity, and improve decision-making?	Leadership Scenario
How does leadership work in agile teams?	Agility Scenario
When and how does agility make sense for my team or organization?	Agility Scenario
As a Scrum Master or Agile Lead, how can I best support my team?	Agility Scenario

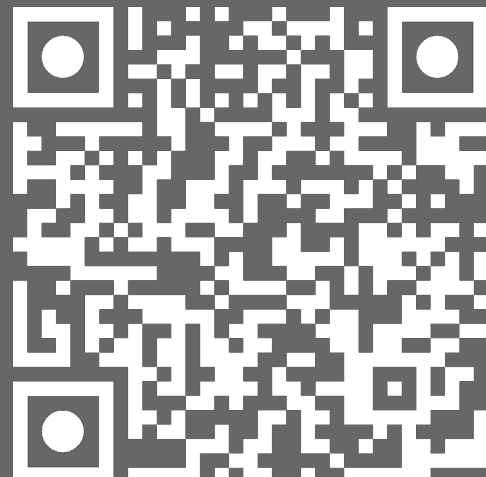
# At a glance

Criterion	Scenario: Leading Change	Scenario: Leadership	Scenario: Agility and Team Development
Learning Focus	Leadership in change processes	General leadership & leadership style	Leadership in agile contexts and team self-organization
Primary Target Audience	Leaders, Change Agents	Emerging leaders, (experienced) leaders	Teams, agile leaders (Scrum Masters, Agile Leads, POs)
Duration (Scenario duration in simulation time, real time required reflection & input sessions)	9 weeks / 4-5 hrs.	10-14 weeks / 6-12 hrs.	12 weeks / 4-8 hrs.
Participant Structure	Team mode (single player mode also available)	Single-player mode (also available for small teams)	Team mode (single-player mode also available)
Seminar Format	Block format (1.5 - 2.5 days) or 3-5 modules of 3-4 hrs. each.	Distributed format (5-8 modules)	Iterative format with regular reflection phases
Key Topics	Guiding change, managing resistance, psychological safety	Reflecting on leadership stance, motivation & role clarification, crisis management	Understanding agile work, team decision-making, dealing with uncertainty, requirements for team maturity
Special Features	Acceptance and resistance among employees	Leadership profile based on 6 different leadership styles; individual feedback report for reflection	Distributed leadership within the team and sprint planning

## Experience It Yourself: The Leaderfy Learning Journey

In an **intensive 2.5-hour workshop**, you will experience a complete learning cycle of the Leaderfy approach. Gain insight into concrete application concepts (online, in-person, blended) and understand how the simulation can be used in courses for students and training programs for leaders.

Find current dates for our Learning Journey at:  
[www.leaderfy.de/en/learning-journey](http://www.leaderfy.de/en/learning-journey)



# About Us, Technical Details & Contact

As seasoned corporate organizational developers — who also lecture at universities — our primary passion is building high-impact learning ecosystems that move businesses forward. Drawing on a rigorous, systemic track record in corporate development and complemented by hands-on academic teaching experience, we craft tailor-made training and development programs that deliver measurable results for your organization.

## Technical Details

Our cloud-based simulations are fully playable in your internet browser. You can access the Leaderfy platform on any device at any time, regardless of your location or operating system. This allows for maximum flexibility and easy integration into existing learning environments.

### Technical specifications at a glance:

📱 **Devices:** Tablet, PC, and Laptop with a 720p resolution or higher.

🌐 **Browser:** All common, up-to-date browsers are supported (Chrome, Firefox, Edge, Safari)

🗣️ **Language:** Available in German and English

👥 **Mode:** Single-player or collaborative team play.

📈 **Scalability:** Infinitely scalable – suitable for small groups as well as large organizations.

🔄 **Formats:** In-person, blended learning, fully-online

✅ **Data Protection & Security:** GDPR-compliant, hosted in AWS data centers in Frankfurt, Germany.

Automatic saving and synchronization of your progress ensure an uninterrupted gameplay experience. Furthermore, no complex installation is required – access is straightforward via a web link.

Interested in using the Leaderfy Game in your organization or university?  
Contact us for a non-binding introductory meeting.

[contact@leaderfy.de](mailto:contact@leaderfy.de)