

Mobile Telecommunications Today™

A business simulation that helps participants understand how commercial, operational and investment decisions shape performance in the telecommunications industry



Have you ever wondered why customer growth, service quality, network investments and profitability do not always move in the same direction? In the telecommunications industry, business success depends on balancing multiple priorities in a highly competitive and rapidly changing market.

Mobile Telecommunications Today™ is an interactive, board-based business simulation where participants manage their own telecom operator, compete for market share and experience the consequences of their strategic and operational decisions. The simulation helps participants understand the relationships between customers, technology, operations and financial performance while strengthening their overall business perspective.

Mobile Telecommunications Today TM

• Who is it for?

- Managers and specialists working in the telecommunications industry
- Commercial, operations and customer service teams
- High-potential employees preparing for broader business responsibilities
- Cross-functional teams seeking a stronger understanding of the business
- Organisations looking to strengthen business acumen and collaboration across functions

• What will you learn?

How to...

- understand the key drivers of performance in a telecommunications business
- balance customer growth, service quality and profitability objectives
- evaluate the impact of technology and network investment decisions
- understand how operational, commercial and financial decisions influence one another
- make more informed business decisions in a competitive and rapidly changing market

• What to expect?

- An immersive, board-based simulation, built on the realities of the telecommunications industry
- Multiple business cycles where teams compete for market share and customer loyalty
- Practical experience managing customer acquisition, network capacity, investments and business performance
- Structured debriefs connecting simulation insights to participants' day-to-day business challenges

• How is it delivered?

FORMAT

In-class

DURATION

2 days

COHORT

Groups of 16–24
participants