

SEE THE BIGGER PICTURE. MAKE BETTER BUSINESS DECISIONS.

3D BUSINESS EXPERIENTIAL LEARNING

How do you help employees think beyond their own functions, make smarter business decisions and work together to create greater business value?

COMMON BUSINESS CHALLENGES



01 THINKING BEYOND FUNCTIONAL SILOS?

Teams focus on their own targets, sometimes overlooking how decisions in sales, product development and operations affect overall business performance.



02 BALANCING GROWTH & RESOURCES?

Business expansion requires more than ambition. Teams must weigh market opportunities against financial constraints, workforce capacity and operational realities.



03 CREATING VALUE THAT LASTS?

Winning business requires more than closing a sale. Teams must balance customer needs, product innovation, profitability and sustainable cash flow.



WHEN BUSINESS THINKING IS FRAGMENTED

MISALIGNED PRIORITIES

Functional targets compete instead of supporting shared business outcomes.

INEFFICIENT RESOURCE USE

Decisions made in isolation create bottlenecks, waste and missed opportunities.

MISSED BUSINESS VALUE

Short-term wins come at the expense of customer value and financial sustainability.

THE BUSINESS CHALLENGE

Think holistically. Collaborate strategically. Create business value.

THE PROTHINK APPROACH

LEARN BUSINESS BY RUNNING IT

Participants step into realistic business challenges through immersive simulations. By making decisions, managing trade-offs and experiencing the consequences, they develop a stronger understanding of how business functions connect and create value.

HOW WE BUILD BUSINESS CAPABILITY



THINK LIKE BUSINESS OWNERS

Experience the connections between market opportunities, business strategy, people, operations and finance to understand how individual decisions influence overall performance.



COLLABORATE ACROSS FUNCTIONS

Work through interdependent business challenges that require teams to align priorities, share information and make coordinated decisions around common business goals.



TURN DECISIONS INTO INSIGHTS

See the consequences of business choices, reflect on performance and uncover practical lessons that can be applied to real-world decisions and collaboration.

EXPLORE OUR BUSINESS EXPERIENCES

Different business worlds. Real trade-offs. Shared business outcomes.



MARS EMPIRE

火星帝國

Business Expansion & Strategic Resource Planning

Build an empire on Mars. Participants explore new territories, identify growth opportunities and make interconnected decisions on market expansion, workforce planning and financial resources to grow the business sustainably.

BUSINESS FOCUS

Business Expansion · Workforce Planning · Financial Planning · Strategic Decision-Making



LOULAN ANCIENT CITY

樓蘭古城

Cross-Functional Collaboration & Business Performance

Bring sales, product design and supply chain teams together to respond to business targets, coordinate decisions and balance operational efficiency with revenue growth.

BUSINESS FOCUS

Cross-Functional Alignment · Operational Efficiency · Revenue Growth



SILK ROAD

絲綢之路

Customer Value & Sustainable Business Growth

Navigate commercial opportunities by balancing customer interests, product innovation and financial realities. Participants explore how to build win-win customer relationships while protecting profitability and cash flow.

BUSINESS FOCUS

Win-Win Customer Value · Product Innovation · Cash Flow Management