



6:35 p.m.

Car found empty, doors wide open. Kidnapping very likely.
Update will follow as soon as we understand the situation.

InsideRisk™

SHADOWS OF MEDELLIN

**LEADERSHIP
RISK-TAKING
NEGOTIATION**

**AN IMMERSIVE EVENT FOR
EXECUTIVE TRAINING
BASED ON A TRUE STORY**

The image is a dark, blue-tinted photograph. In the foreground, a woman with long, light-colored hair and bangs looks directly at the camera with a serious expression. She is holding a newspaper in front of her chest. The newspaper's masthead reads 'EL TIEMPO'. The main headline is 'BOGOTA ESTÁ SEMIDESTRUIDA' in large, bold letters. Below it, in smaller text, is 'COBARDEMENTE ASESINADO EL DR. GAITAN'. There are several small portraits of men below the headline. At the bottom of the newspaper, more text is visible, including 'SEGUIRÁ EN BOGOTÁ LA CONFERENCIA' and 'COMO SE DESARROLLÓ EL...'. In the background, to the right, a man is silhouetted against a bright light source. He is holding a rifle with a flashlight attached, which is shining brightly. The overall atmosphere is tense and somber.

CRISIS

Medellin, Colombia - July 28th, 1988
Isabelle Kayne kidnapped by Colombian rebels,
who demand USD ten million for her life.

**“A frighteningly realistic simulation of business risk
and high stakes decision-making”**

—Rob Harpel
CTO, Fitch Ratings

**DISCOVER YOUR TEAM’S DYNAMICS WHILE FACING CONFLICT.
CHALLENGE YOUR RISK-TAKING ABILITIES.
FIND OUT HOW YOU FUNCTION IN THE LONELINESS OF EXTREME DECISION-MAKING.**

A GROUNDBREAKING APPROACH TO EXPERIENTIAL LEARNING AND TEAM DEVELOPMENT

Based on the true story of Jean-Pierre Mottu, a Swiss executive who found himself in charge of saving a young engineer kidnapped by Colombian rebels in 1988.

A full-length interactive experience incorporating film, multimedia, and live moderation, in which participants are required to make extremely challenging decisions.

InsideRisk/Shadows of Medellin is part of the International Institute for Management Development's (IMD)

High Performance Leadership program, ranked #1 in "Top Open Programs" worldwide by the Financial Times.

Watch the trailer: insiderisk.com/trailer



Your Next Decision:

A briefcase full of cash must be smuggled through Colombian customs to pay the ransom for your colleague.

RISK

Will you carry the briefcase?

If caught, you would be subject to a 5-to-7-year jail sentence.

PRAISE FROM PARTICIPANTS

“Totally impressed by the quality and intensity of the format... truly well-done, a powerful approach to learning.” —J. S., London

“The experience gave real perspective on our own bias and highlighted how we can manage our emotions more effectively. It made us understand how to improve our decision-making in a high-risk situation.” —R. P., São Paulo

“Excellent — drives home the point of understanding your own reactions under conflict and tough situations.” —A. B., Dubai

“Great to be focusing on a real-life crisis situation.” —H. C., Hong Kong

VALUES

Real-life negotiator
J.P. Mottu



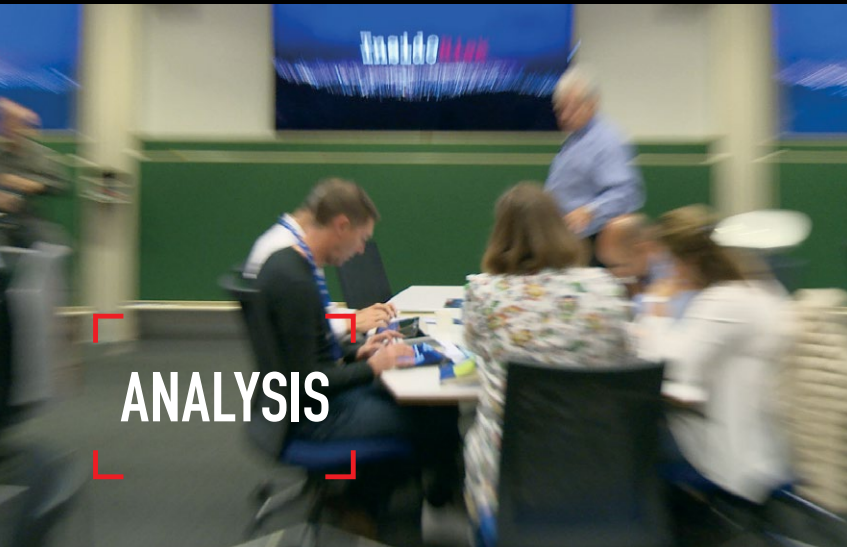
PSYCHOLOGY

Leadership expert and
hostage negotiator
Prof. George Kohlrieser





CREATIVITY



ANALYSIS

8.30 p.m. Kidnappers said they
would call back in the evening.



DECISIONS

A man in a dark suit and white shirt is shown in profile, looking down at a large, detailed architectural model of a multi-story building. The scene is dimly lit, with a strong blue-green tint. The man's face is partially in shadow, and the model is illuminated from above, showing intricate details of the building's facade and structure.

insiderisk.com/executive

“Revolutionizes the way a true story
can be experienced.”

—Michael A. Rey
Investigative Producer / “60 Minutes” CBS

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