

Mission in the Snow: A Metaverse Exercise for Leading Digital Transformation

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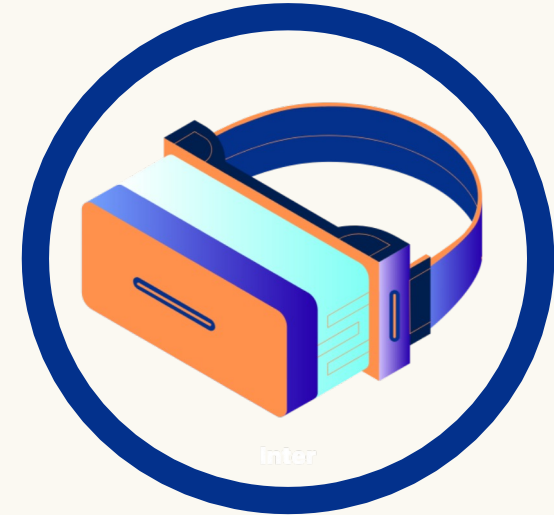
Who we are



ESMT Berlin is a leading international business school offering master's, MBA, and PhD programs, as well as executive education.



ESMT Berlin's Learning Innovation Lab designs dynamic, technology-enhanced learning experiences.



Our team is working with immersive technologies to create innovative learning experiences.

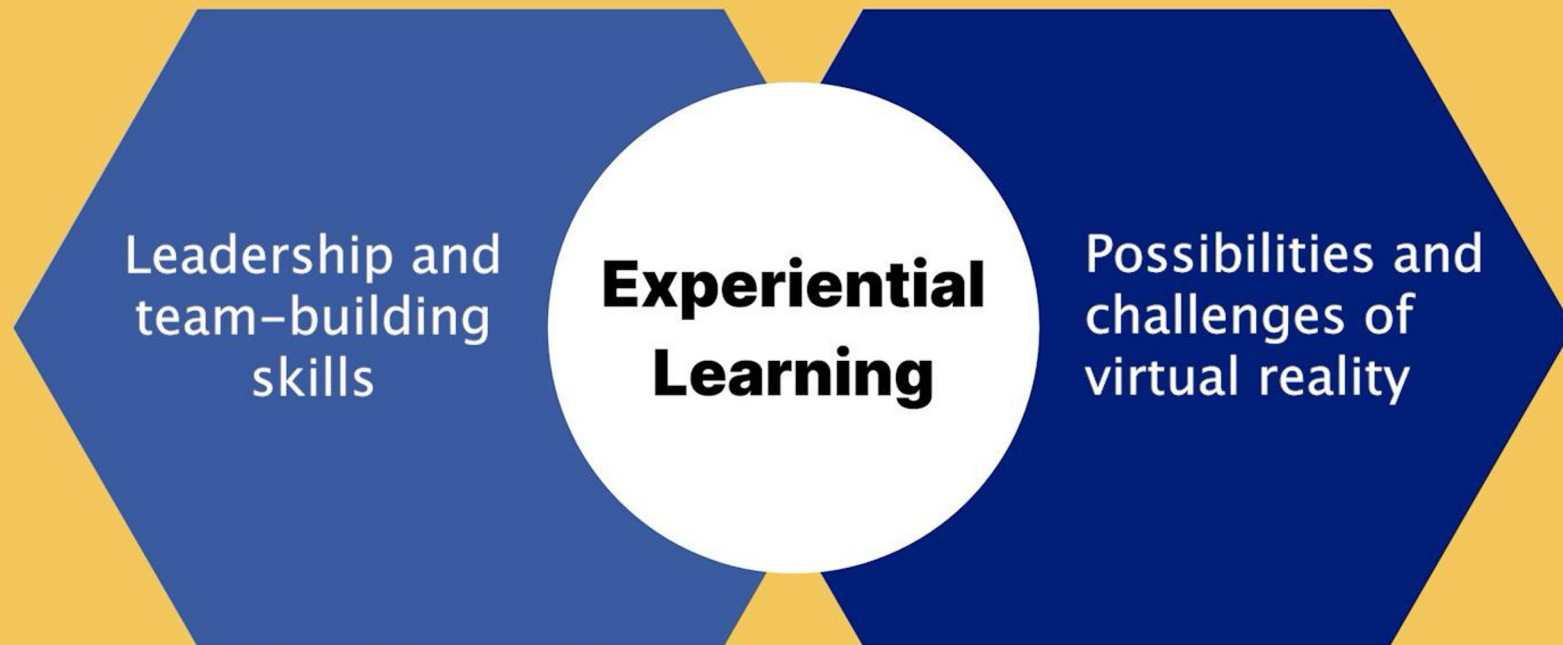
Project and goals

The Learning Innovation Lab and the Executive Education teams have collaborated to create an immersive, gamified learning experience called “**Mission in the Snow**” as a part of the **Leading Digital Transformation** executive education program, taught by Nora Grasselli, lecturer in Leadership.

Target audience: business leaders, senior professionals, and business students



Learning design



Design process

- Tech research



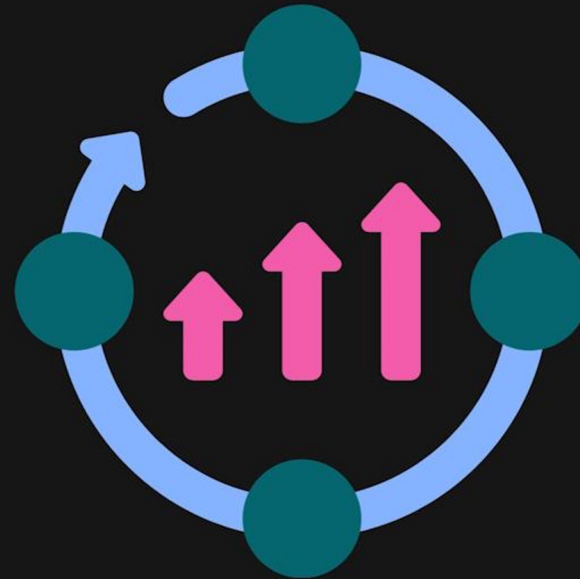
Design process

- Tech research
- Game and learning experience design



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- Iterative testing



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- Tech research
- Game and learning experience design
- Iterative testing
- 3 pilot sessions in 2024-2025



The Immersive experience

- **Survival scenario**
 - **Forest by the snowy river**



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 - **Pioneers**



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 - **Navigators**



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- **Exercise with a hybrid set-up**
 - Pioneers
 - Navigators
- **Reflective practice**
 - Role-based collaboration
 - Immersive technology applications



The Mission in the Snow



[Watch Video](#)

Lessons Learned



Set-up Essentials

- Strong technical support required for hybrid delivery
- Contingency plans for technical issues
- Logistics (running order, efficient communication, staff training)



Learning Experience

- Positive feedback and evaluations (1.3/5)
- Learner reflection and session debrief were as critical as the scenario itself
- Hybrid XR increases inclusivity and adaptability



Future Directions

- Scalable, plug-and-play activity
- Applicable across diverse educational settings
- Exploring how AI can support personalized learning

Thank you!



Marina Petrova

Digital Education| Media Learning Design
| Filmmaking

