

PHYLEAS AGENCY

Where stories become experiences

CASE STUDY

AIRBUS TRAINING CENTRE EUROPE

Serious Game Immersif · Les Mousquetaires

TOULOUSE · FRANCE

3 jours · 15 C-Levels & Managers

◆ LE DÉFI

Quand une équipe de direction perd le cap

Airbus Training Centre Europe faisait face à une réalité difficile : ses équipes de direction montraient des signes de démobilisation. La communication s'était fragmentée, la collaboration s'était érodée, et le leadership manquait d'un souffle collectif commun. Les formats traditionnels de séminaire avaient atteint leurs limites.

Le brief était clair : sortir du cadre, réveiller les énergies, recréer de la cohésion au plus haut niveau — et ancrer durablement de nouveaux comportements de leadership.

◆ LA SOLUTION PHYLEAS

Les Mousquetaires : la quête de d'Artagnan

Phyleas a conçu une expérience immersive inédite sur 3 jours et 3 nuits dans le Gers, en plein cœur de la Gascogne, pays natal de d'Artagnan. Le fil conducteur : « Quand l'Histoire avec un grand H transforme votre histoire. »

15 C-levels et managers ont vécu une aventure totalement immersive mêlant :

- Coaching personnalisé et Programmation Neuro-Linguistique (PNL)
- Enquête et énigmes narratives sur la thématique des Mousquetaires
- Épreuves nocturnes de communication et collaboration
- Performance d'une harpiste — moment sensoriel de décompression
- Intervention d'un magicien neurocognitif travaillant les biais et la perception

Chaque épreuve était conçue pour révéler, bousculer, puis reconstruire les dynamiques de groupe — avec un objectif constant : activer la communication, la confiance et le leadership collectif.

◆ LES RÉSULTATS

Impact mesurable, transformation réelle

15	3	25k€	100%
C-levels & managers	jours immersifs	budget	satisfaction équipe

Pour la première fois dans leur histoire, Airbus Training Centre Europe avait expérimenté un serious game de transformation aussi profond. Le retour des participants a été unanime : l'expérience avait durablement modifié les dynamiques d'équipe et les comportements de leadership — des semaines après l'événement.

"Our entire experience with Phyleas Agency was immersive to the highest degree. Right from the briefing and co-writing of the scenario, we found ourselves in a

different world. Gone were the flipcharts and meeting rooms, replaced by experiential learning. Several weeks later, the team is still learning and working on its newly discovered strengths. I'd recommend this immersive adventure to any new team in need of bonding, or to existing organizations looking to evolve and become stronger."

— **Nicolas Gondouin**

Head of Airbus Training Centre Europe

◆ **CE QUE CE CAS ILLUSTRE**

Phyleas transforme les séminaires corporate en expériences qui changent réellement les comportements. Pas de flipcharts. Pas de salles de réunion. Une aventure narrative immersive qui fait bouger les lignes là où les formats classiques échouent.

Vous cherchez à réengager vos équipes, développer vos leaders ou créer un moment de cohésion inoubliable ? Parlons de votre prochain projet.

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ENGLISH VERSION

◆ THE CHALLENGE

When a leadership team loses its compass

Airbus Training Centre Europe was facing a pressing reality: its leadership teams were showing signs of disengagement. Communication had fragmented, collaboration had eroded, and collective leadership momentum had stalled. Traditional seminar formats had reached their limits.

The brief was clear: break out of the mold, reignite energy, rebuild cohesion at the highest level — and embed lasting behavioural change in leadership.

◆ THE PHYLEAS SOLUTION

Les Mousquetaires: The Quest for d'Artagnan

Phyleas designed an unprecedented 3-day, 3-night immersive experience in the Gers region — the birthplace of d'Artagnan — at the heart of Gascony. The narrative thread: "When History with a capital H transforms your story."

15 C-levels and senior managers lived a fully immersive adventure combining:

- Personalised coaching and Neuro-Linguistic Programming (NLP)
- Investigation and narrative puzzles built around the Musketeers theme
- Night-time communication and collaboration challenges
- A harpist performance — a sensory decompression moment
- A neurocognitive magician exploring bias and perception

Every challenge was engineered to reveal, disrupt, and rebuild group dynamics — with a single constant objective: activate communication, trust, and collective leadership.

◆ THE RESULTS

Measurable impact, real transformation

15	3	€25k	100%
C-levels & managers	immersive days	budget	team satisfaction

For the first time in their history, Airbus Training Centre Europe had experienced a transformation serious game of this depth. Participant feedback was unanimous: the experience had durably shifted team dynamics and leadership behaviours — weeks after the event.

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— **Nicolas Gondouin**

Head of Airbus Training Centre Europe

◆ **WHAT THIS CASE ILLUSTRATES**

Phyleas transforms corporate seminars into experiences that genuinely shift behaviour. No flipcharts. No meeting rooms. An immersive narrative adventure that moves the needle where traditional formats fail.

Looking to re-engage your teams, develop your leaders, or create an unforgettable cohesion moment? Let's talk about your next project.

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