



**Stage On Mars**

**Play the future.  
Then create it.**

# *Experience your biggest decisions before you make them.*

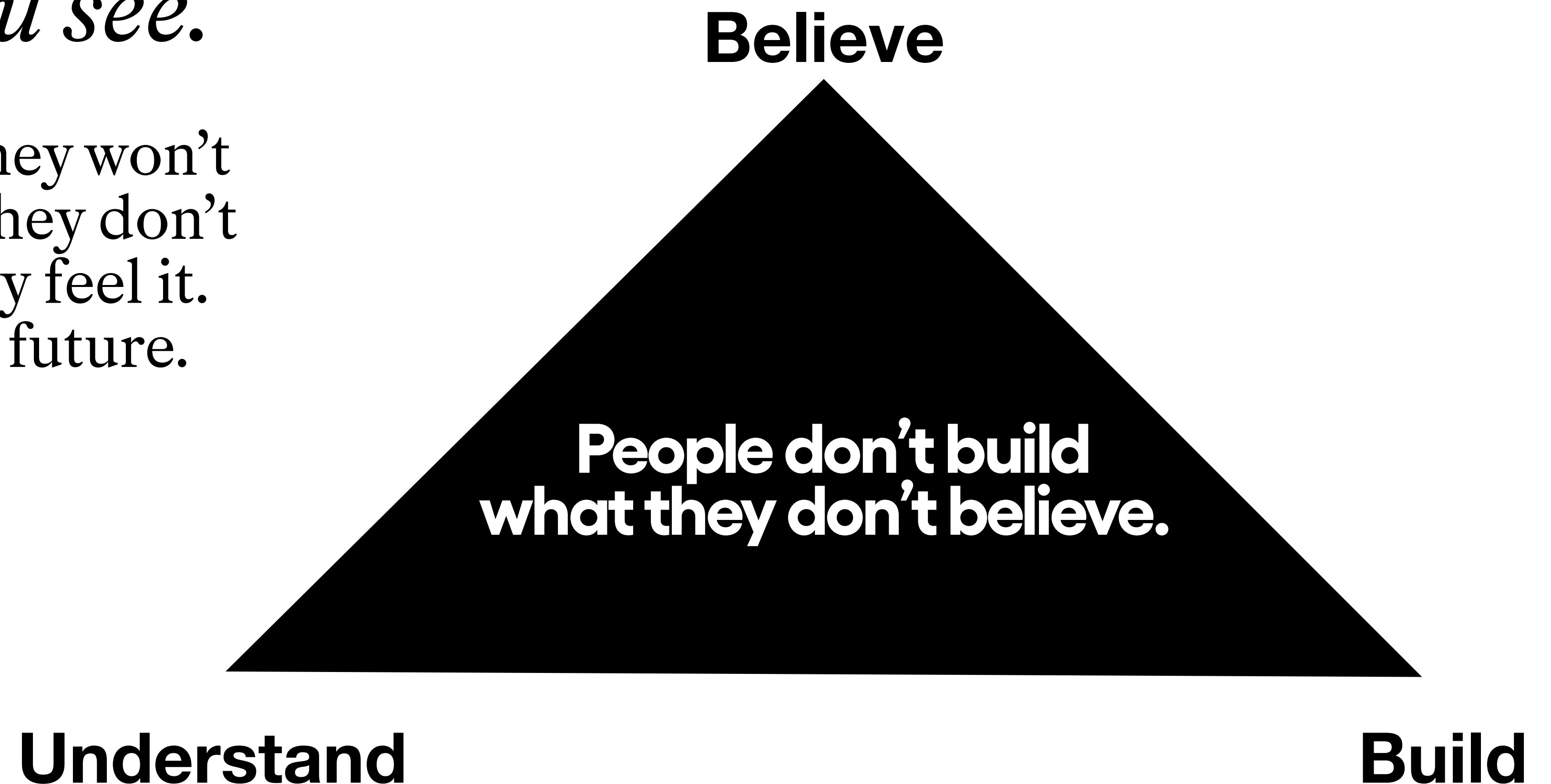
Stage on Mars is a decision space where weeks of thinking become one lived experience. People turn their most important questions into plays. Instead of discussing the future, they step into it. They explore decisions and conflicts before they become reality. And decide what happens next.

*House of Lobkowicz on Mars, 2024*

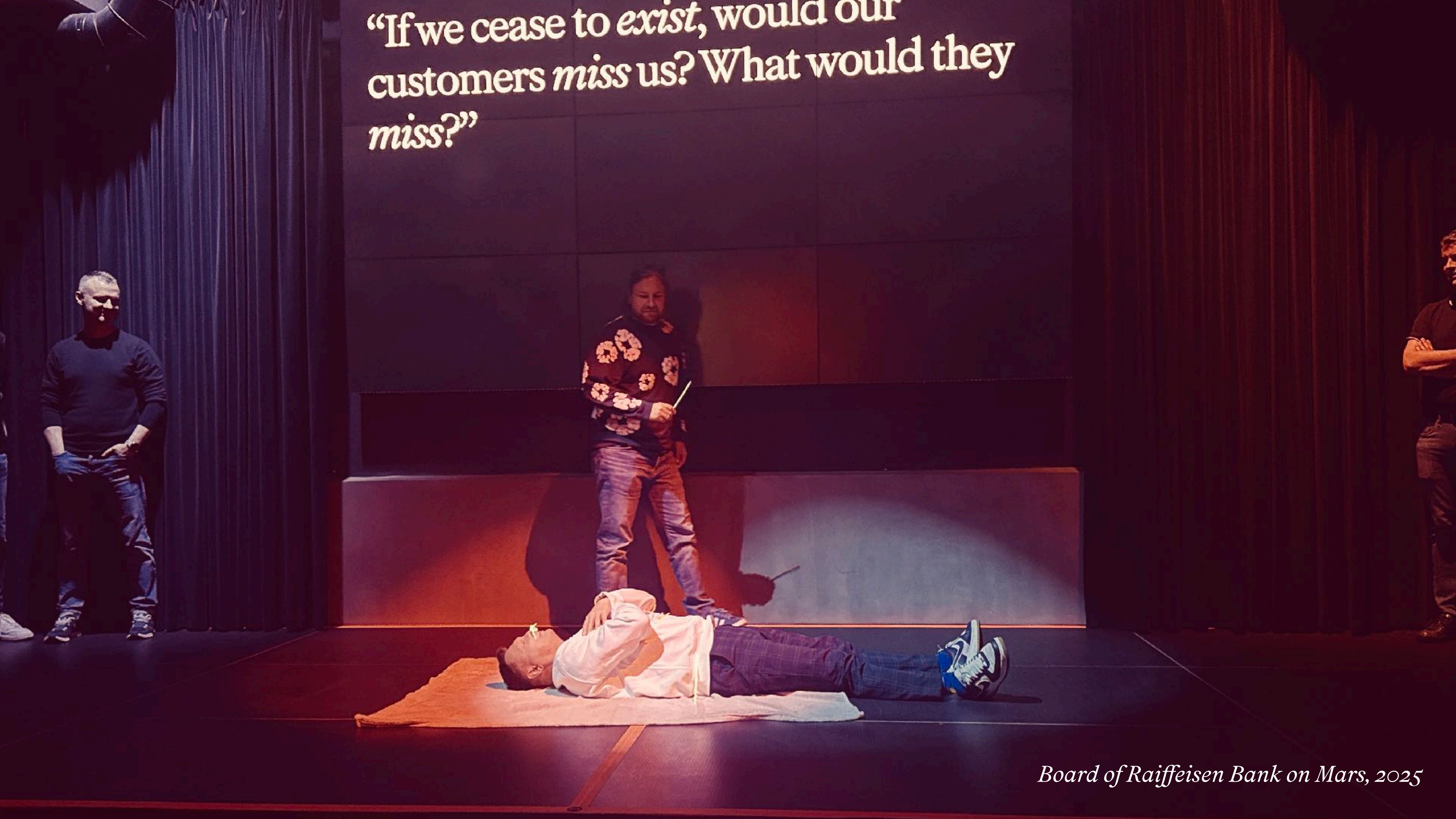


*Only 5% of your  
people see what you see.\**

If your people don't see it, they won't build it with you. On Mars, they don't just hear it. They play it. They feel it. And start building the same future.



“If we cease to *exist*, would our customers *miss* us? What would they *miss?*”



*Board of Raiffeisen Bank on Mars, 2025*

# Who's been to Mars?

LASVIT

 markíza

OKTAGON  
MMA

 direct

Forbes

ČESKÁ  
spořitelna



 ATAIRU

DNAexus<sup>®</sup>



LOGPORT



O<sub>2</sub>

 MSD

Urbanity

Fanneplay



 pwc

London  
Business  
School

PSN 

EBM  
GROUP

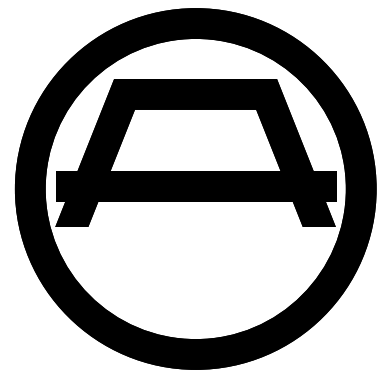
 IPSEN  
Innovation for patient care

 Raiffeisen  
Bank

SKODA

*Direct Group on Mars, 2024*





# What do you get?

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## 1 Sight

You step outside your role and see what's been invisible. Not a report. Not a framework. The thing that was right in front of you the whole time.

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## 2 Trust

Not agreement. Not compromise. The kind of trust that comes from standing in the same room, playing the same future, and realizing you believe in the same thing.

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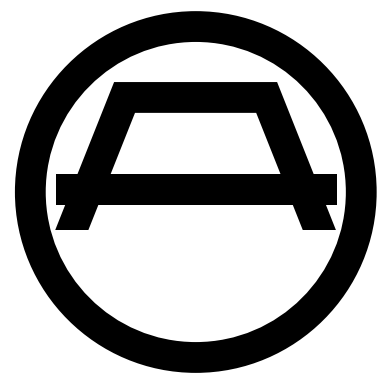
## 3 Momentum

What you see, you act on. People leave Mars not with a plan but with a direction they feel in their bones. That's when things start moving.



Courage  
on Mars

Stage On Mars



## Direct Group

Unleashed a collective vision that unified the entire group, built a world-class management team, and expanded into the Polish and Austrian markets.

*“Also thanks to dreaming on Mars, Direct Group is now flying forward.”*

Pavel Řehák

## House of Lobkowicz

Explored what a modern noble family could stand for over the next 700 years and how to navigate the role of an essential cultural guardian.

*“The experience offers new perspectives that will either confirm your beliefs or reveal an alternative reality.”* Alexandra Lobkowicz

## Oktagon MMA

Played out its European expansion and brought to life a new vision Face Your Fear now used across all its markets.

*“Truly healing for our company.”*

Ondřej Novotný

## Forbes

Imagined what it would take to 10x its revenue and realised it must evolve from a media company to a platform that fuels national confidence.

## *Question x Play = Perspective*

Before anything starts, you define the intent. The team brings the questions around it. Those questions become lived situations. People step into roles and play them out. Each person sees something different. Those perspectives are shared. What was invisible becomes visible.

Play the future. Then create it.

### **ASK**

Define the core intent.  
The team brings the questions.

### **PLAY**

People take roles in the situation.  
You play the decision out together.

### **SEE**

You see how it actually unfolds.  
What works. What doesn't.

### **DECIDE**

You leave aligned.  
Clear on what happens next.



# One direction aligned the entire group

## ASK

### The Intent:

What is the essence that drives us forward?

### Questions from the team:

62 questions around customers, value, and connection.

### Examples

*What motivates our customers? What connects us? What impact do we actually have? Do people understand us? What is the greatest value we can offer?*

## PLAY

### 6 live plays

The leadership team stepped into roles: Board, Market, Brand, Customer, Impact, Vision, Trust.

The vision wasn't discussed. It played out.



## SEE

### Many visions, multiple directions

The team saw one direction for the group. Not separate views across brands and functions.

They saw the direction and understood the intent behind it.



## DECIDE

### One direction. One brand.

They defined a new strategic narrative. From multiple product brands to one central brand. This became the foundation for a major expansion.



## ASK

### Intent

How to conquer Europe?

### Reality

They wanted to expand into Europe. But were not aligned on how to do it.

### 57 questions

### Examples

*What unifies our brand? How is our brand dependent on founders? How does brand drive our culture?*

## PLAY

### 4 live plays

The team stepped into roles. King, Warriors, Expansion to Germany, Future, Culture.

Each perspective had a voice. The system started to play itself out.



## SEE

### From sport to lifestyle

The brand was trapped in niche sport. The ambition was much bigger.

The team saw the gap. And the resistance to crossing it.



## DECIDE

### European Vision Launch

A new European vision was launched. Face Your Fear.

From niche MMA to a European lifestyle brand.



# 700 years of history. One moment of clarity.

## ASK

### Intent

What is a modern noble family?

### Reality

A 700-year-old noble house with one of Europe's most significant cultural legacies is searching for its identity today. As a family. As an organisation. As a business.

### 24 questions

### Examples

*Do we have the same dream? What is - noble? Why would the Czechs like Lobkowicz?*

## PLAY

### 5 live plays

The family and advisory board stepped into defining moments. American identity vs Czech roots. Family vs business. Ancestors and how to carry them into the future.

They played them out live. What was unclear became clear. What was conflicted began to align.

## SEE

### Family is The Bridge

Between nobility and business.  
Between past and future.  
Everything aligned around it.



## DECIDE

### A new vision

### for the House of Lobkowicz.

Share the past. Create the future. Modern nobility as an inspirational force across the 700 years.



# WHAT ALWAYS HAPPENS ON MARS?

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## Clarity

*What was unclear becomes obvious.*

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## Alignment

*People see it the same way.*

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## Movement

*Decisions happen. Things move.*

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**IN HOURS, NOT MONTHS**

# Who takes you to Mars?



## *Milan Šemelák*

Creator of Stage on Mars, and his team.

He has guided boards of banks, founders of empires, and families guarding centuries of legacy.

He will provoke you. Relentlessly.



**Stage On Mars**

**See you behind the slides.  
See you on Mars!**