



THE LEADERSHIP LUNCH EXPERIMENT

Corporate Edition by Pitch & Plate

In collaboration with People by People

Are you a CEO, team leader, or part of a leadership team? Do you want to discover how your team really works together under pressure?

Your team tells you how they work. This lunch shows you.

Three courses. One team. Decisions you cannot rehearse.

Eat. Play. Decide. Discover.

JOB TITLES TELL YOU WHAT
PEOPLE DO.

PRESSURE SHOWS YOU
HOW THEY DO IT.

Normal work has roles, hierarchy and expected behaviour. Everyone knows their part. Everyone plays it.

But remove the script — and something else appears.

Who leads? Who listens? Who influences? Who adapts? Who takes the risk? Who protects the team? Who changes the room?

Leadership becomes visible when the answer isn't obvious.

WHAT IF TEAM DEVELOPMENT DIDN'T FEEL LIKE TEAM DEVELOPMENT?

Six colleagues. One table. Three courses. A sequence of unexpected challenges.

DECIDE / NEGOTIATE / PRIORITISE / COLLABORATE / ADAPT / COMPETE.

There will be consequences. There will be surprises. There will be a winner.

But while the team thinks it is playing, something else is being revealed.

A LIVE LEADERSHIP EXPERIMENT.

WHEN THE GAME CHANGES, PEOPLE CHANGE WITH IT.

Leadership

Decision-making

Communication

Trust

Collaboration

Influence

Pressure

THE GAME IS ENTERTAINING. WHAT HAPPENS INSIDE IT IS REAL.

THE EXPERIMENT IS SERVED IN COURSES.

First Course

THE PERCEPTION CHALLENGE

"What do you trust when certainty disappears?"

Second Course

THE LIMITED TABLE

"What matters when you cannot choose everything?"

Main Course

THE TRUST EXCHANGE

"Can you win without giving too much away?"

Dessert

THE HIDDEN DECISION

"What did the table see that you didn't?"

Some elements are deliberately undisclosed. **THAT IS PART OF THE EXPERIMENT.**



THE GAME CREATES THE MOMENT. THE EXPERTS HELP YOU UNDERSTAND IT.

Leadership & Behaviour Expert

Observes what unfolds
at the table. Connects
behaviour to leadership
reality.

Action & Performance Expert

Takes what was revealed
and turns it into forward
momentum.

OBSERVE. REVEAL. ACT.

DR. MASHA MALKA

LEADERSHIP & BEHAVIOUR EXPERT

Executive coach, leadership advisor, best-selling author, and organisational development specialist with **over two decades of experience** in leadership, emotional intelligence, and executive coaching. Creator of **The One Minute Coach™** methodology.

AT THE TABLE

She watches everything. Leadership behaviour, communication patterns, decision-making under pressure, trust dynamics, influence, and emotional intelligence – nothing escapes her.

THE EXPERT REVEAL

At the end of the game, Masha leads the debrief – connecting what happened at the table to the leadership realities that shape your organisation every day.

MASHA REVEALS THE ROOM TO ITSELF.





RADIA ALAMI SOUNNI

ACTION & PERFORMANCE EXPERT

Founder, Advisor, and Leadership Coach with 16+ years across investment banking, consulting, senior leadership, and transformation. Former Bain & Company, GLG, BNP Paribas, EY, and PwC. Alongside her business background, Radia's approach is shaped by over seven years of inner work and training in intuitive coaching and integrative inner work.

AT THE TABLE

She brings strategic clarity and intuitive depth to the room – reading what unfolds at the table and connecting it to the real dynamics shaping how people lead, decide, and perform.

THE EXPERT REVEAL

At the close of the experiment, Radia translates what was observed into forward momentum – helping teams move from awareness to conscious, grounded action.

RADIA TURNS WHAT WAS REVEALED INTO WHAT COMES NEXT.



UP TO 6 COMPANIES. UP TO 6 TABLES. UP TO 36 PEOPLE. ONE EXPERIMENT.

One company = one table = maximum six participants.

Companies play independently but may need to interact.

**THE STRONGEST TABLE MAY NOT BE THE TABLE WITH
THE STRONGEST INDIVIDUALS.**

SIX PEOPLE.

Small enough to see everyone. Big enough to change
the dynamic.

NO AUDIENCE. EVERYONE PLAYS.



ONE LUNCH. MULTIPLE RETURNS.

Team Development

Leadership Discovery

Communication

Collaboration

Change & Adaptability

Employee Experience

Business Connection

Hospitality

THE LUNCH IS THE PROGRAMME.

YOU DON'T JUST PLAY WITH YOUR TEAM. YOU MEET THE ROOM.

Teams from different companies gather in the same space, participating in parallel challenges.

Shared Challenges

Interact during moments designed for cross-company engagement.

New Connections

Forge real business relationships in a unique, shared experience.

This isn't a side effect; it's a deliberate part of the experiment. Leaders meet leaders. Companies meet companies. The table is just the beginning.





MOST TEAM BUILDING ASKS PEOPLE TO PRACTISE. THIS ASKS THEM TO PLAY.

Instead of teaching the correct behaviour first, the environment changes and the team responds naturally.

No scripts. No rehearsed answers. No correct way to perform.

**SOMETIMES YOU LEARN MORE FROM A DECISION
MADE IN 60 SECONDS THAN FROM 60 MINUTES
TALKING ABOUT LEADERSHIP.**

THEY ARRIVE AS COLLEAGUES. THEY LEAVE KNOWING MORE ABOUT HOW THEY WORK TOGETHER.

Leadership

Who leads when the structure disappears?

Decision-making

How does the team decide under pressure?

Communication

What is said – and what is not?

Trust

Who do people turn to when it matters?

Collaboration

How does the team move together?

Influence

Who shapes the room without saying so?

Change & Behaviour Under Pressure

What does the team protect when the stakes rise?

THE GAME ENDS. THE CONVERSATION SHOULDN'T.

THE TABLE REFLECTION

Every company receives a concise post-event reflection including:

- What strengthened the table
- What challenged the table
- What stood out
- What may be worth exploring next

NOT A PERSONALITY TEST. NOT AN EMPLOYEE ASSESSMENT. A STARTING POINT FOR BETTER TEAM CONVERSATIONS.



THE CORPORATE EDITION

Approx. 3 hours

Up to 6 companies

Maximum six participants per table

30–36 participants maximum

Premium three-course lunch

Four interactive challenges

Live expert observation

Inter-company competition

Behavioural & leadership reveal

Action & performance close

Awards & prizes

Connection afterwards

YOUR COMPANY. YOUR TABLE.

CORPORATE TEAM TABLE

€2,100 + VAT

UP TO SIX PARTICIPANTS

Included:

- Premium three-course lunch
- Full Leadership Lunch Experiment
- Dr. Masha Malka participation
- Second expert
- Expert observation and final reveal
- Game and experience materials
- Inter-company competition
- Awards and prizes
- Table Reflection

ONLY UP TO 6 COMPANY TABLES AVAILABLE.

THE VALUE IS IN BEING SEEN.

You know their titles.

You know their CVs.

You know what they do.

But do you know what happens when the game changes?

PUT YOUR TEAM AT THE TABLE.

THE LEADERSHIP LUNCH EXPERIMENT

Corporate Edition by Pitch & Plate.

Up to 6 companies. Up to 6 people per team. One lunch you cannot recreate in a boardroom.

RESERVE YOUR COMPANY TABLE.

A Pitch & Plate experience in collaboration with People by People



About Pitch & Plate

Pitch & Plate is a community and experience platform for founders, entrepreneurs, business leaders and companies. We create curated events and experiences that bring people together in a more human and meaningful way. Instead of traditional networking focused on exchanging business cards, Pitch & Plate creates environments where people can genuinely connect, learn from each other, share experiences and build real relationships. Through business events, corporate experiences, workshops and curated introductions, we help people and companies strengthen connections, develop new perspectives and create opportunities for collaboration and growth.



About People by People

People by People is a professional people strategy and HR consulting firm that helps companies improve performance through stronger leadership, clearer organisational structures, smarter recruitment, talent strategy and culture. We help businesses reorganise teams, define roles and responsibilities, strengthen management and create the right conditions for people to perform and grow. At the heart of our work is connection — helping leaders and teams move beyond disconnected ways of working and build stronger communication, collaboration and accountability. Through strategic consulting, leadership development, workshops and tailored corporate experiences, we create environments where people can engage more meaningfully, work better together and contribute to the wider growth of the business.