



UNPACKING THE FINAL MOMENTS BEFORE THE FALL

DISCLAIMER

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NAVIGATION SYSTEM

Please feel free to use the tabs below to access each section of this case file directly, or simply scroll through in sequence to review the file in operational order. To get back to this page at any time click the compass icon in the bottom left corner of each page.

Thank you.



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INTRODUCTION VIDEO

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THE PMs REQUEST

ABOUT CRIMSON ALTITUDE

THE ADVANTAGES

INVESTIGATION PHASES

CASE FILE - GEORGE WALKER

THANK YOU

BRAND GUIDELINES

10 Downing Street
Westminster
London
United Kingdom

SW1A 2AA

Investigator,

Before reading this letter please view the video included with this file.

An hour ago, a government-owned aircraft vanished over the North Atlantic.

We do not know why. We do not know where it is. We do not know whether people are still fighting for their lives.

What we do know is this: Arc Air Logistics - G-LHMU - declared an emergency at 38,000 feet reporting cargo smoke and then fell silent. When a state aircraft disappears in international airspace, uncertainty becomes a weapon. Questions arrive before answers do. Speculation moves faster than fact. I will not allow this government to be reactive while others shape the narrative for us.

I have therefore authorised the immediate formation of a specialist taskforce. I personally recommended your team to my government.

You have been chosen because you think clearly under pressure. Because you communicate precisely when others panic. Because you understand how important teamwork is.

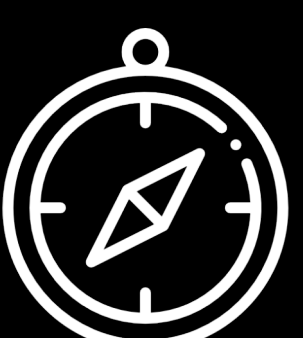
Your team will have to work quickly.

You will direct naval vessels, long-range aircraft and deep-water submersibles across a hostile search area to locate the aircraft and its crew. You will interpret fragmented positional data and commit assets with precision.

Once recovered, you will examine physical evidence, analyse cockpit voice recordings, scrutinise cargo documentation and review sensitive government papers. You will separate fact from noise, pattern from coincidence and truth from assumption.

I need your focus. I need your composure. And I need your team at its very best.

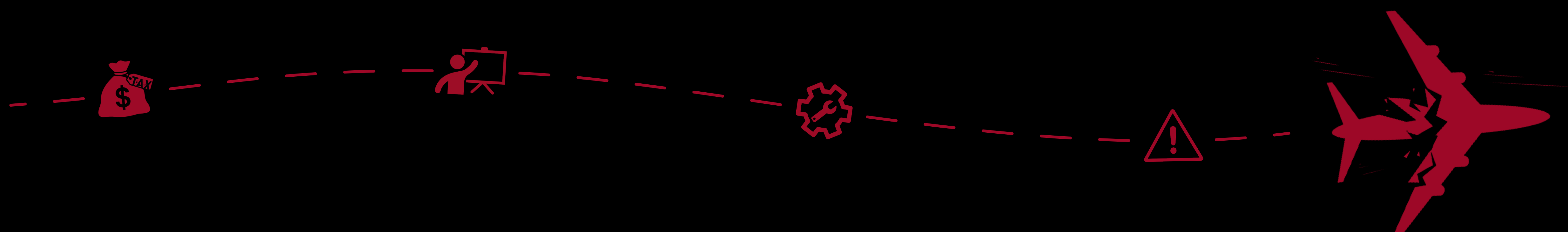
PM



Crimson Altitude™ is an immersive, high-pressure team-building investigation that places you at the centre of a developing aviation crisis. A state aircraft has vanished over the North Atlantic. Contact was lost after a distress call reporting cargo smoke. Five crew members are missing. International attention is building. Questions are forming faster than answers.

Your team will coordinate search assets across sea and air. You will analyse flight data and environmental conditions. You will examine recovered evidence, cockpit voice recordings and official documents. Every piece of information matters. Every decision shapes what happens next.

THERE IS A TWIST



THE TWIST

Most team experiences present a problem that has already happened.

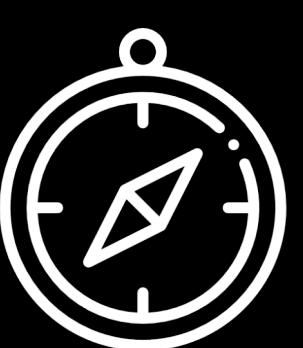
Crimson Altitude does not.

The investigation unfolds around you.

Information will not arrive neatly packaged. Some information will raise more questions than they answer. Some information will be hidden on websites, devices or debris. Certain decisions will unlock consequences. Others may close off options entirely. What you choose to prioritise will shape the direction of the investigation.

You are not reviewing history. You are influencing it.

And by the time you believe you understand what happened, you may realise you were only seeing part of the picture.





WHY CRIMSON ALTITUDE?

Organisations invest heavily in strategy, technology and growth - yet performance ultimately depends on how people operate together.

Independent research shows that companies with strong collaboration see productivity increase by up to **20–25%**. Nearly **97%** of employees report that communication directly affects their effectiveness and highly engaged teams deliver around **17%** higher productivity while significantly reducing absenteeism and turnover.

Organisations that embed strong collaboration practices are more than **three times** as likely to outperform competitors. The commercial impact of teamwork is measurable.

The difficulty is that genuine collaboration is **rarely tested, taught or improved upon** in controlled environments.

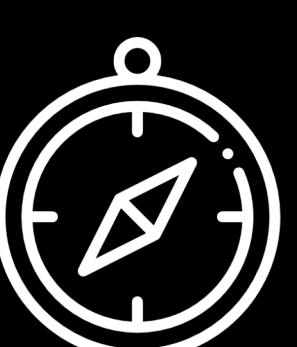
Most team-building activities are structured to **feel positive** rather than **challenging**.

They reward participation, **not performance**.
They simulate pressure **without consequence**.

Crimson Altitude **removes** that safety net.

Teams must **interpret** incomplete information, **allocate** limited **resources**, **manage budget** constraints and make **decisions** without perfect clarity. **Communication** must be deliberate. Assumptions must be **examined**. Evidence must be **prioritised** over opinion. **Leadership** cannot be assigned - it must be decided.

This experience reveals how **teams** actually function when **complexity** increases and time compresses. It strengthens **decision-making** discipline, builds **team-work**, reinforces **trust** and sharpens **strategic thinking** under pressure.





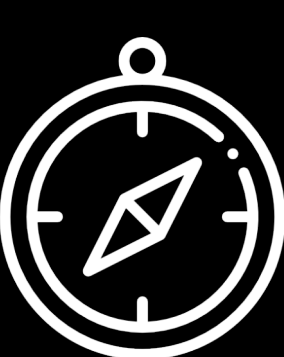
PHASE ONE – SEARCH, RESCUE & COMMAND

The investigation begins with uncertainty and urgency. Spread across the table are large-format **aviation charts**: transatlantic route maps, ACARS positional data, North Atlantic search grids and live weather systems that must be interpreted properly. They require analysis, debate and decision.

At the front of the room sits a **red telephone**. When lifted, it connects the team directly to operational authorities. **Naval vessels, surveillance aircraft** and **space-based assets, sonar scans** are all available **live** – but only if deployed with clarity and confidence. Teams must agree on search sectors, calculate drift, weigh the weather and commit resources with purpose. Every call carries consequence.

As the pressure builds, roles begin to form naturally. Some analyse data. Others challenge assumptions. Someone must step forward to make the calls.

This phase develops structured **decision-making** under pressure, strategic **communication, spatial reasoning** and the ability to **align quickly** around a single operational objective.





PHASE TWO – THE CREW, THE PHONE & THE FRAGMENTS

With the wreckage located, the focus shifts from the ocean to the **people** on board.

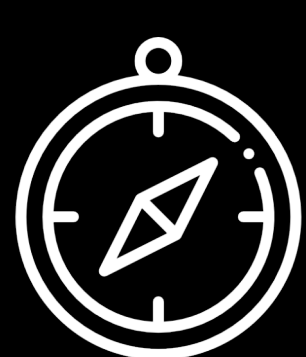
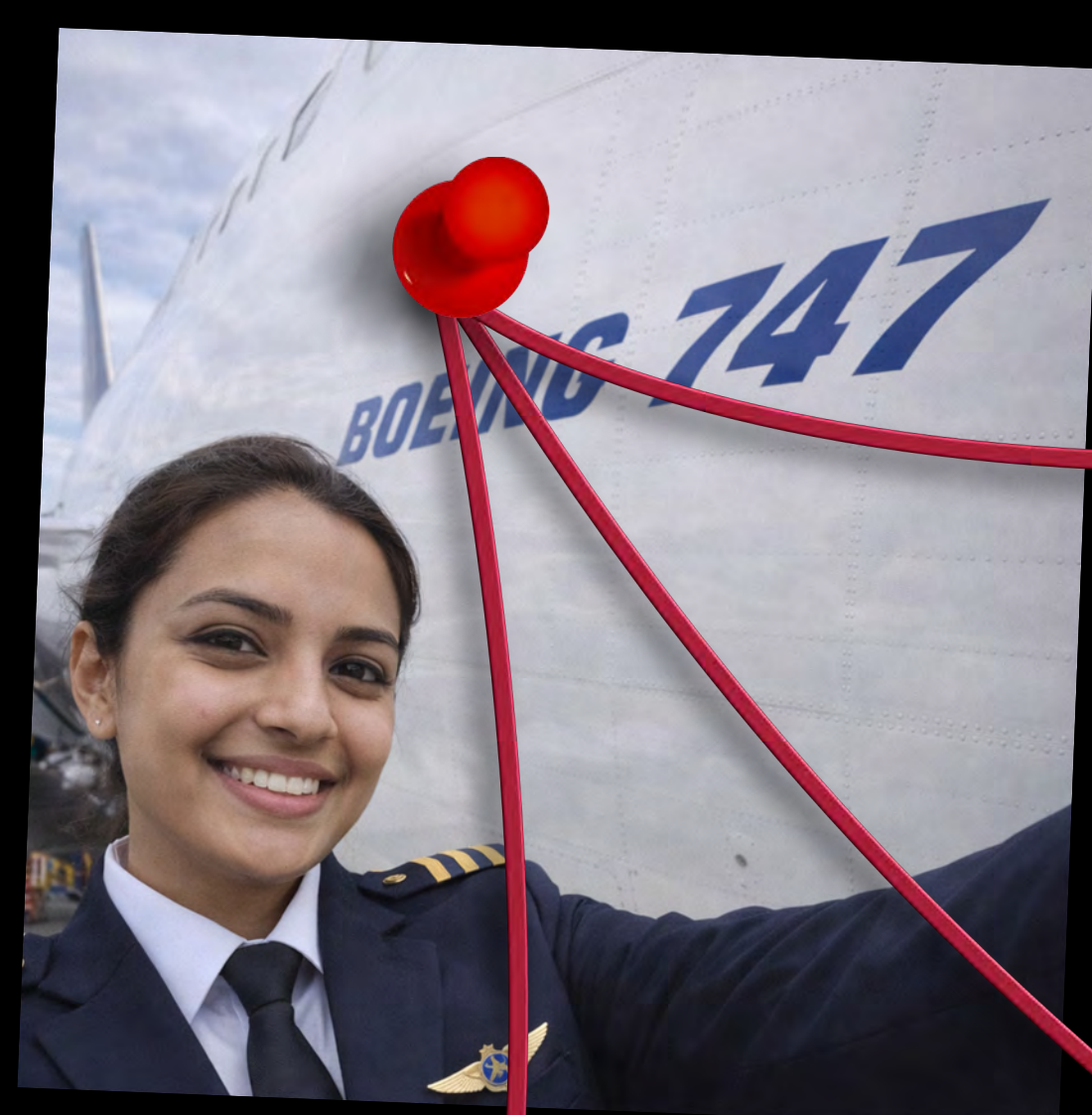
The Captain's recovered **mobile phone** enters the room alongside crew **case files**, **physical documentation** and **newspaper** coverage. The investigation becomes more personal and more layered. Messages are read. **Voice-memos** are listened too. Timelines are cross-checked. Small inconsistencies begin to **surface**.

What initially appears routine begins to feel more **complex**.

Teams must interpret **tone** as well as data. They must separate coincidence from relevance. Threads begin to intertwine - personal details, operational decisions, external pressures.

The room changes during this phase. Conversations **deepen**. The pace becomes investigative rather than reactive. Curiosity grows. Teams begin to ask **questions** that were not obvious at the start.

This phase strengthens **analytical interpretation**, **collaboration**, **attention to detail**, **empathy** and the ability to **recognise patterns** within information.





PHASE THREE – THE RECORDING & THE REVELATION

The cockpit voice recorder is delivered – **damaged**.

It must be carefully opened. **Repaired**. Handled correctly. When the audio begins to play the final moments inside the cockpit **unfold** in **real time**, revealing **tension**, decision-making and emerging **complications** that were not visible on the charts.

Alongside the recording comes **cargo documentation** and a trail of material that points toward something larger. A logo that feels **familiar**. A restricted **website**. References that do not quite sit comfortably. The investigation begins to edge toward **sensitive ground**.

As the pieces connect, teams find themselves confronting the possibility that there is something **more serious** at play here. There are indications of decisions made beyond the cockpit. Of interests that may prefer **silence**. Of information that was **never** meant to surface.

The final stage demands synthesis and composure. Teams must **gather** their conclusions, stand by their reasoning and **present** what they believe truly happened.

The exercise concludes with a **cinematic** show from the government explaining what really happened aboard the **doomed** flight.

This phase develops **critical listening**, **structured reasoning**, strategic **presentation skills** and the confidence to **communicate** findings **clearly** even when the implications are significant.



CASE FILE:
01 — PERSONNEL DOSSIER

SUBJECT: *George Walker Jnr*

ROLE: *Creative Director,
Crimson Altitude*

PROFILE SUMMARY:

George is the Founder and Creative Director of *Crimson Altitude*, the person responsible for building the experience and shaping the world participants step into. The project grew from George's own background in *aviation* and live production, combining the operational reality of modern airline flying with the *pace and drama* of a live event.

George is a licensed *pilot* currently in the Generation *easyJet* Programme and when asked where the idea for *Crimson Altitude* first took shape, George points to the way aviation approaches *teamwork*.

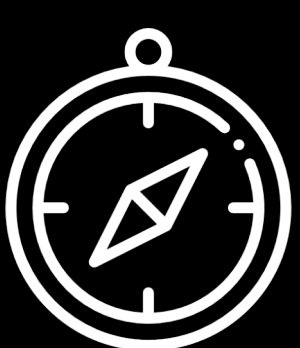
"In aviation," he explains, "you quickly realise that the aircraft isn't the most impressive system in the room - *the crew is*. People from different roles, with different responsibilities and perspectives, *working together* with absolute clarity and trust. It's extraordinary to watch when it's done well. I've always felt that many industries could benefit from experiencing that kind of teamwork for themselves because most people never realise how *powerful* it can be until they see it in action."

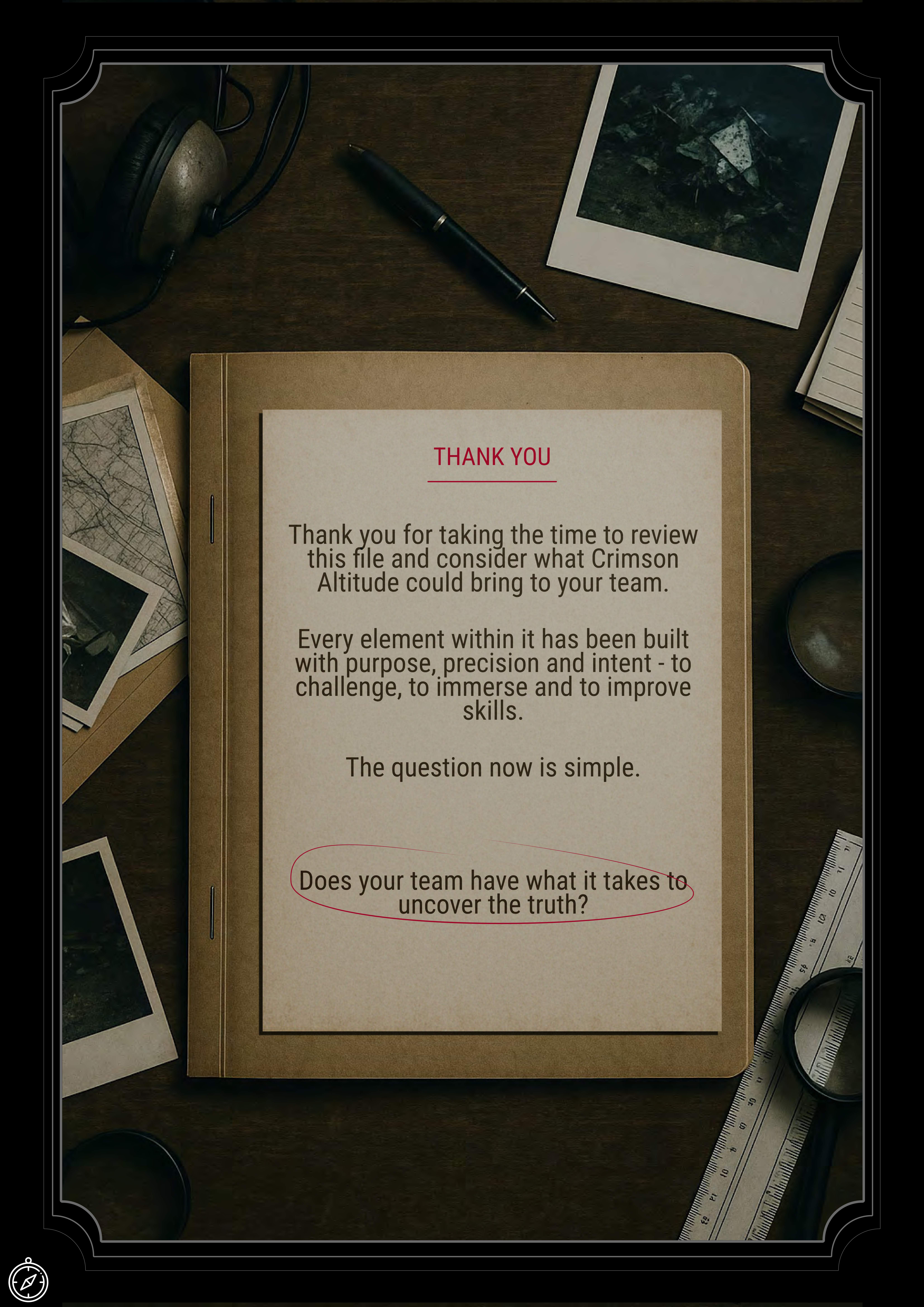
Alongside aviation, George has spent years managing live productions and *coordinating teams* across major events, working closely with his family's company, *George Walker Event Management Ltd*, founded by his parents George Walker *OBE* and Jenny Walker. His work has also brought him into collaboration with broadcasters including *ITV* and appearances discussing aviation and related projects on *BBC*, *Sky* and *Radio New Zealand*. That experience ultimately led him to create something very different from the usual idea of team-building - an environment where teams *learn* to operate with the clarity, trust and coordination found in aviation.

"When people finish *Crimson Altitude*," George says, "they often realise they were *capable of far more* as a team than they ever expected. The moment that happens is the whole reason the *experience* exists."



George Walker Jnr





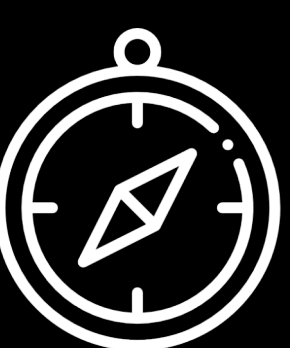
THANK YOU

Thank you for taking the time to review this file and consider what Crimson Altitude could bring to your team.

Every element within it has been built with purpose, precision and intent - to challenge, to immerse and to improve skills.

The question now is simple.

Does your team have what it takes to uncover the truth?



Band Guidelines

1. PURPOSE

This directive defines the approved visual and tonal parameters for all Crimson Altitude™ communications. Adherence ensures consistency, recognisability, and operational integrity across all materials, digital or physical.

2. LOGO USE

2.1 The Crimson Altitude™ wordmark must appear only in approved colours:

- White (#FFFFFF)
- Crimson Red (#9E0727)
- Aviation Black (#0D0D0D)

2.2 Minimum clear space around the wordmark equals the height of the capital “A.”

2.3 Alterations, distortions, gradients or unapproved effects to the logo or wordmark are prohibited.

2.4 The ™ symbol must remain visible at all times.

3. COLOUR SPECIFICATION

Primary Accent Crimson Red **#9E0727** for identification & designs

Primary Base Aviation Black **#0D0D0D** or **#000000** for background & core material

Secondary Tone Graphite Grey **#6A6B6A** for sub-background & text

Alert Highlight Warning Amber **#E8A300** Minimal caution elements

Contrast Colour White **#FFFFFF** Text and readability

All materials must maintain sufficient contrast for legibility and accessibility.

4. TYPOGRAPHY

4.1 Approved Fonts:

Primary: Roboto Condensed - Regular (for titles, identifiers, system labels, text body and general communications)

Secondary: American Typewriter - Regular (artistic purposes only)

4.2 Text Hierarchy:

Titles: Upper case

Body: Sentence case

Spacing: Uniform and consistent

5. IMAGERY PROTOCOL

5.1 Imagery shall reflect authenticity, realism and technical focus.

5.2 Subjects shall be aviation, investigation, mechanical systems, data visualisation or similar.

5.3 Lighting shall be low-key or directional with clear subject definition.

5.4 Palette includes deep blacks, greys, muted whites and crimson as per section 3.

5.5 Sensational, dramatized, staged or unapproved AI imagery is not permitted.

6. AUDIO STANDARD

6.1 Sound design must prioritise clarity and accuracy.

6.2 Primary elements: authentic aviation ambience, recorded instrumentation communications.

7. CONDUCT & REPRESENTATION

All public-facing output associated with Crimson Altitude™ must reflect:

- Professionalism
- Respect for individuals and factual sources

Sponsorship communications and media collaborations must align with these principles at all times.

9. ENFORCEMENT

Deviations from this directive require prior approval from the Brand Custodian, Executive Producer or Host.

Unauthorised alterations or misrepresentation of the brand will be documented and corrected through standard revision procedure.

