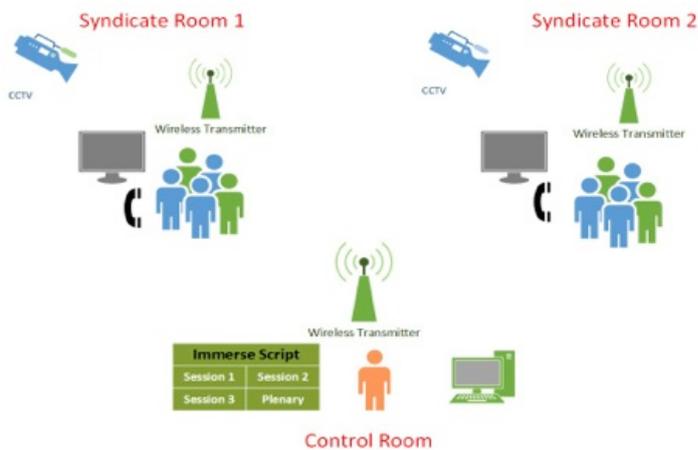




## BUSINESS SIMULATION



Immerse is a unique, innovative and powerful business simulation which can assist in testing critical business skills, support key leadership hires and promotions, develop individual and team competencies and 'dry run' a broad range of management situations.

The method provides a sophisticated means to monitor and evaluate real-time leadership and decision making in exacting and highly realistic business scenarios.

Immerse replicates the approach used by the emergency services to train those with strategic and operational command roles during critical incidents. It is an award winning business simulation tool that has a successful track record in developing and evaluating individuals and teams from all levels within organisations of all sizes and business sectors.

### Key Benefits

- ▶ Develop and review business critical skills
- ▶ Review and improve critical decision making ability
- ▶ Transform team working
- ▶ Evaluate key technical and negotiation skills
- ▶ Provide a robust, transparent means of evaluating leadership potential
- ▶ Immerse is completely portable and can be delivered at any location
- ▶ Scenarios can be created to suit any operating context
- ▶ Enables scenario based interventions and challenges to match the culture and management style of your organisation

Winner of the Legal Educational Training Group Award for 'Best Use of Technology 2012'



**Winner of The Law Society Excellence Awards 2011  
Learning and Development Category**



## How Immerse works

A scenario is designed in collaboration with the client which will touch on the leadership skills and behaviours the programme aims to develop. The scenario is then developed, scripted, recorded and tested by the Immerse team, but the host company has final sign off before delivery. The scenario can be adapted to changes in the business context and set against competency frameworks and role profiles.

Delegates receive a comprehensive briefing regarding Immerse and the context in which they will have to perform. They are then divided into teams of 4-8 members and allocated syndicate rooms.

The syndicate rooms are equipped with cameras which connect to a separate control room, from which observers can monitor developments and control the pace at which the interventions are fed into each syndicate. The syndicate rooms also contain background briefing material, a TV monitor on which multimedia injects are presented, a telephone with speaker, and a PC with optional access to the client's intranet and the Internet.

Throughout the scenario delegates will be expected to deal with tasks set before entering the room and those events and situations that emerge during the session.

The scenario is generally played out in 40-50 minute sessions interspersed with briefing and debriefing in plenary, the purpose of which is to enable delegates to reflect and feed back their experiences. The plenary sessions also ensure that all delegates are brought to 'a level playing field' and that no one gets left behind.

During the course of the exercise the pace of the scenario is increased in response to delegate activity. New information is injected via video, telephone calls, emails and personal visits from clients, partners and others. These injections can include conventional and social media interventions that create new challenges and demand innovative responses from the team who find that they are dealing with 'everything all at once'.

At the conclusion of the exercise the delegates debrief the scenario and share their experiences with all participants. Delegates most commonly report that within moments of entering the syndicate rooms they forgot about being monitored on camera as they were totally focused on dealing with the issues raised by the scenario.

The debrief typically reveals that participants will have found themselves deeply engaged in a rich and realistic scenario that tests their ability to make decisions in uncertainty and manage a multitude of issues and tasks under conditions of complexity and ambiguity.

***“Absolutely first class-deserves the Awards received for it”***

**Global Law Firm.** Head of Litigation and member of Management Board.