



SIMULATION STUDIOS
CREATE CHANGE.

Simulation Studios eBook Series:

What Is Strategic Acceleration?



Strategic Acceleration aligns employees with strategic change using technology and learning.

www.simulationstudios.com
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Strategic Acceleration

Strategic Acceleration speeds up your company's ability to execute its strategy. This is achieved by utilizing state-of-the-art business simulations combined with in-person management workshops. The results is a company's ability to be more nimble and competitive within its given marketplace.

The Why—Rapidly Convert Strategy To Action

Create a more nimble and competitive company that more easily adapts to strategic change resulting in greater shareholder value. Execute the corporate strategy more quickly and with less resistance.

The What—Align Employees With Change

By aligning management with the corporate strategy, employees will understand the what, why, and how of your corporate direction.

The How—Combining Technology and Learning

Utilizing a state-of-the-art custom business simulation of your company and industry, management experiences a 1-2 day workshop. During the workshop, managers will Live a day and your CEO® in order to naturally learn the what, why, and how of change.





Why and How

A visual review about how Strategic Acceleration fits into a corporate strategy.



Why Accelerate a Strategy and How Does It Work?

The Problem

When the corporate strategy changes, Sr. Management starts working in the new direction but managers and employees work in the old direction. Employees don't understand 'what' the new strategy is, 'why' there's a new strategy, and 'how' they fit into the change.



The Solution

Give managers a day in the life of your CEO® using state-of-the-art business simulation and gamification mixed with in-person executive led hands-on workshops.



How the process works

Give managers a day in the life of your CEO® using state-of-the-art business simulation and gamification mixed with in-person executive led hands-on workshops.

We gather information

about your company, industry, culture, strategy, and a lot more.

We build a state-of-the-art business simulation

of your company. Everything from strategy to culture.

We run managers through

a 1-day hands-on competitive business war game experience for 3 simulated years.

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The Results

Managers engage in a competitive war game against each-other running your business. The results is a natural understanding of your strategy. Managers learn the 'what', 'why', and 'how' of the corporate strategy resulting in turning the strategy into action faster.





The Results

What type of impact does Strategic Acceleration have?

Case Study One

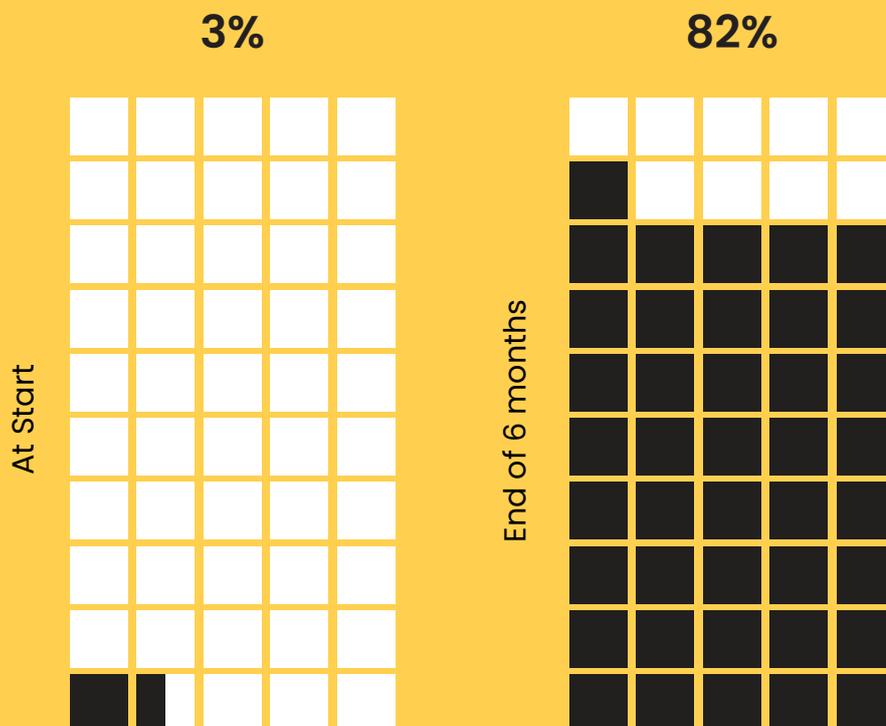
Publicly Traded Software Company

The Problem: The company develops enterprise software that is sold through a worldwide network of resellers (VARs). The company was preparing to launch a cloud offering, but encountered substantial resistance from the VAR community.

The Challenge: After failing to sell the idea to the VARs, the company wanted the VAR owners to experience the advantages of the cloud solution prior to the launch. Buy-in from the VARs was critical.

The Solution: In-person business-simulation workshops enabled the VAR owners to experience firsthand the advantages of the new business model, in addition to the competitive risks if the VARs resisted the cloud solution. After a one-day group simulation experience, the participants understood the why and the how of strategic change.

The results: Acceptance of the cloud offering among VARs increased by 78%.



Number of participants who answered "YES" to: "Do you feel comfortable recommending and selling the upcoming cloud service and solution?"

2015 - N= 302

Case Study Two

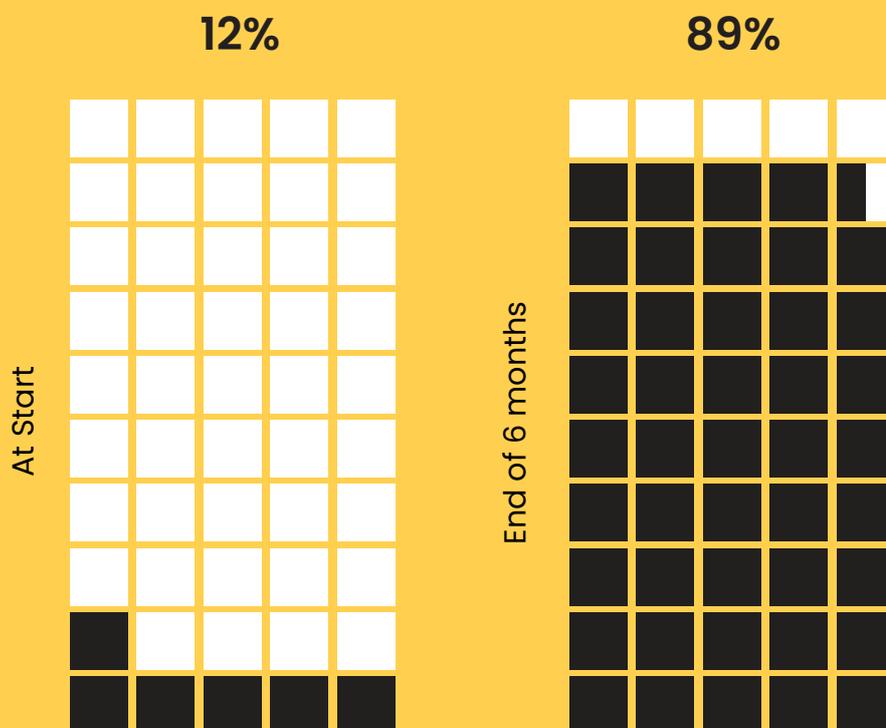
Equipment Manufacturer

The Problem: An entirely new executive team was put in place. With the changes came new strategies and new metrics. New changes measuring financial success created uncertainty, resulting in slow adoption.

The Challenge: The executive team decided managers needed a hands-on experience to learn the what, why, and how of the new strategy.

The Solution: Utilizing simulation-based workshops in more than ten countries, managers had the ability to run the company at a high level. Managers could live a day as the CEO in order to understand the reasons behind the changes. Best of all, the executive team was engaged in working hands-on with the global management team.

The Results: Participant adoption rate went from 12% to 89% in less than a year.



Number of participants who answered "Yes" to: "Are you prepared to new financial and leadership metrics?"

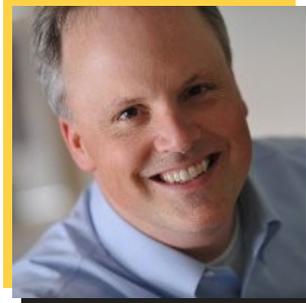
2014 N= 244



Who We Are

A snapshot of Simulation Studios

About Simulation Studios



Simulation Studios is Run By Bill Hall - Bill began his career at Apple, where he worked as an engineer and product manager. He collaborated directly with Steve Jobs on various projects such as iMac and Mac OS X, and was a five-time Apple MVP and a Golden Apple award winner. He has worked on corporate turnarounds at companies such as Apple, Nortel, and AOL, as well as at startups such as Skype. Bill is the author of Amazon #1 bestseller *Shift: Using Business Simulations and Serious Games*, and his articles have been featured in Huffington Post, Entrepreneur, Business Insider, and elsewhere. Bill has an MBA in Entrepreneurship and lives in the San Francisco Bay Area with his family.



Testimonials

Lucy Clough

Head of training & development at McDonald`s Uk

“Working with Bill was an outstanding experience from start to finish, very supportive, developing a world class business simulation for McDonald`s UK for our mid-mgt development. Every step of the development process was clearly explained and supportive, working with several members of the team - exceptional in all areas.”

Shaan Pruden

Senior Director, Partnership Management at Apple

“Bill combines the best strategic thinking with the ability to make things happen on a day to day basis.”

Andrew Foster

Senior Strategy Lead at Boeing

“I had the pleasure of working with Bill on a fast-paced pilot program that we launched at Boeing. Being a college-facing experience, the module that we needed had to be simple, yet innovative, while providing students a glimpse of what “business” at Boeing was like while running their own company. Bill and SimStudios absolutely knocked it out of the park.”

Eric Nuss, MBA

Director of Business Solutions and Consulting at Henry Schein Dental

“Working with Bill and SimStudios has been a huge asset to Henry Schein`s Dental Business Institute Training program. SimStudios created 3 custom simulations to compliment a curriculum about entrepreneurship for dentists for us that gave dentists around the country the ability to learn business acumen like no other solution in the market.”



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Need more information?

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