

The Strategy Experience

Engage strategy students with immersive, realistic simulation

The Strategy Experience is a business simulation that enables your students to apply complex theories to real-world practice in a realistic, controlled environment. It places students on the board of directors in a global advertising agency: WRSX Group. In this role, they have to conduct a strategic analysis of the business, formulate a three-to-four-year business plan and make decisions on future directions for the company.

“It gives the students a better understanding of how they apply what they’ve learned in theory into practice...it’s about how you make the decision and what thinking goes behind that.”

Dr Eric Chan, Principal Lecturer

Regent’s University London

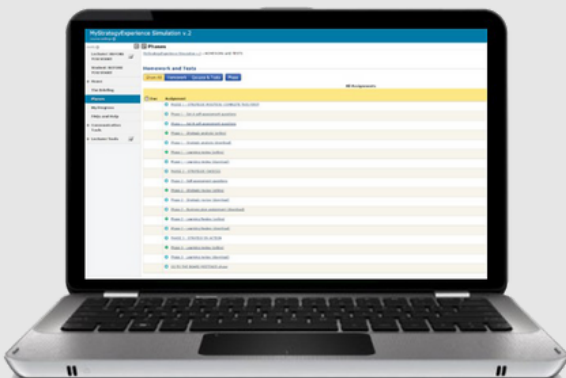
Phases of strategy:

The simulation enables students to work through the **3 key phases** of the strategy process:

- Understanding the Strategic Position
- Evaluating Strategic Choices
- Strategy in Action

You can personally assign the phases to students, enabling them to play through the parts of the simulation in the correct order and speed in relation to their module.

Key attributes



Board meetings

In their simulation group, students will participate in board meetings after phase 3.

Presented with 6 agenda items, students must select 4 to discuss within the board meeting. For each of the agenda items they have chosen, they are then presented with 4 options and will need to discuss and select the option that best suits their strategic plan.

Once choices have been submitted, students will see their results, both financial and non-financial indicators, on how well their company has performed.



How could The Strategy Experience work for you?

Realistic environment: Bringing together theory and practice

The Strategy Experience is an engaging and rigorous simulation designed to bring together the theory and practice of strategy-making in the realistic environment of a dynamic organisation and industry. Students will set and implement strategy and see the impact of their decisions on financial and non-financial measures of performance within the simulated company. They will need to balance strategic opportunities with inherent risk, thus gaining knowledge and insights relevant to their strategic studies.

“I used it because I felt that it gave students a better understanding of how they apply what they’ve learned in theory into practice. And this has proved to be the truth because every time, after each session, the students have always commented how much they have learned from the simulation

experience.”

*Dr Eric Chan, Regent’s uni, London.
Oxford-Brookes University*

Enhancing your learning environment: Superior content and navigation system

The Strategy Experience has been carefully developed by simulation experts Learning Dynamics with input from authors of the bestselling book Exploring Strategy. Our latest version is designed to further enhance your learning environment with updated agenda items, an improved look and a superior navigation system.

“Excellent resource to have and it was so enjoyable... students really got into it. Students were keen to collaborate as well as compete throughout...a very competitive atmosphere manifested.”

Joanna Fahy,

NUI Galway, Ireland

Enabling students to make decisions: ‘Board meetings’ and ‘Phases of strategy’

You can personally assign the phases, enabling students to play through the parts of the simulation in the correct order and speed in relation to your module. During their Board Meetings, students critically analyse data with incomplete information and market knowledge to solve business problems and make business decisions.

“This simulation was very helpful to me as I believe it greatly helped me improve upon my decisionmaking skills, group collaboration and presentation skills.”

Student,

Regent’s uni London



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