



IMMERSIVE SIMULATIONS

GET UNDERSTANDING...

WHAT

An immersive, multi-faceted experience carefully designed to challenge specific skills and capabilities in a creative, engaging and flexible way.

Participants enter this corporate escape room surrounded by a carefully designed overarching narrative which is brought to life through professional actors playing characters, stakeholders and key plot points. All of which are shaped in the moment through individual participant decisions and actions.

That's the value of the human element.

WHY

Whenever we learn a skill we get the chance to practice with the guidance and support of others - cycling, playing an instrument, learning a language. We provide the opportunity to develop 'soft' skills in this same safe and controlled environment, without compromising the true to life feel.

After each phase, our behavioural experts provide in-depth, nuanced feedback combined with self and peer reflection meaning we always set participants up for success whilst creating an ecosystem of feedback.

At a broader level, HR teams can use simulations to benchmark and re-test performance, or indeed use them as a tool to discover where skills development of a certain population should focus. They can be turned into an assessment centre contributing to Talent planning and succession.

HOW

We can operationalise from 15pax through to 100pax in-person, and scale further utilising virtual tools. Phases are set at 60-90 minutes supported by feedback sessions.

Simulations are flexible according to budget, scale and objectives. We can always service a need, embellishing with media and technology components such as apps, AR or VR if desired.



WHY CAN'T THEY BE MISSED

Lots of businesses talk about 'agility' 'empathy' 'strategic decision making' as behaviours they want to see in their organisations, very few of them create interventions like a simulation, which engineers a scenario to engage these behaviours - in a safe space, with feedback from an executive coach after each phase.

There is simply no other experience quite like it.

To know how to get to where you want to be, you have to know and understand where you are.



ALCHEMIST

GET INSIGHT...

TRANSPORT FOR LONDON - CRISIS MANAGEMENT



The Incident and Response unit at Transport for London are the team who manage all crime and major incidents across the London network. Subsequent to the 2007 London bombings, a series of life threatening incidents happened across the network leading the unit to fall into crisis mode repeatedly. As a result, not only were process efficiencies impacted, but also a command and control approach was taken, leading to low levels of empowerment and disengaged staff.

To overcome, Interact worked with TfL to design a crisis management experience, the second module of which was a simulation which gave participants the chance to operate within their crisis structures e.g. gold command, but also created opportunities for empowerment, delegation and bottom-up action.

The participants entered into BoomTown Mining, a company facing crises in their industry, in their relationship with multiple stakeholders, such as the exec board and GreenPeace. To compound this further, the CEO has been taken hostage and the team must enter into negotiation for his safe return, without compromising the reputation of the business.



Agreed the simulation helped develop teamwork and working within crisis



Agreed feedback structure allowed management styles to be reframed



Agreed instant feedback, actors and practice makes me feel more confident and capable

UBS UNIVERSITY



A three-pronged challenge within the MD population at UBS was posed to the Interact simulation team - to become globally minded, to effectively manage multiple business models and to build maturity as leaders in response, Interact collaborated with UBS to design a simulation that could allow leaders to focus on their skills, behaviours and approaches without falling into technical or process constraints.

Participants entered into DreamAnimations, a multi-media conglomerate with theme parks, consumer goods, studio and software business models. Each team represented different global regions containing each department. The three different phases of the simulation utilised Greiner's model of growth to bring to light the different crises and ceilings that can happen at different phases of growth.

This simulation was ultimately converted into an Assessment centre, utilising observers to interpret individual performance into data points to identify the top 10% of MDs and support the Talent Team's success planning strategy.

GOOGLE



With around 150 new starters joining the business, the Learning Team at Google were looking for an immersive way to bring to life the core competencies required to be innovative, creative and engaged within the business.

Interact worked with the Google Learning team in Ireland and Chicago to create a deconstructed simulation. Rather than a single storyline, teams would move from room to room taking part in a series of soft skills challenges.

Each room started with an envelope, giving them their core challenge. Within the room they would be greeted by a character, set design or products - and in one case, a TV Studio - each with their own skills focus from observing and giving feedback, managing others, storytelling for a young audience, re-branding a much loved product or selling your brand on a shopping channel.

After each room, participants received feedback and a score whose results were being live channeled onto an interactive scoreboard throughout the simulation stage.



Agreed it was an eye-opening and engaging experience as part of their onboarding



Agreed they were success in terms of the skills they need to demonstrate and as well as the attitude in terms of how they 'show up' at work

GET BUILDING...

CHOOSE YOUR CONTEXT

Within your business

OR

Outside your context

Face-to-Face

OR

Virtual

CHOOSE YOUR MODALITY

CHOOSE YOUR SIZE

<50 PARTICIPANTS

100+ PARTICIPANTS

<100 PARTICIPANTS

Engagement and Research

WEEK 1-3

Design, Scripting and Development

WEEK 4-6

Sign off and Media Production

WEEK 7-9

Timelines provided are exemplary and can be truncated or extended based on needs, requirements and desired delivery timescales.