

Why Simulate ?

- If you agree that we develop skills by taking decisions (“doing”) and then by reflecting on the outcomes of these actions
- If you agree that we do not really develop dynamic skills by reading about them, discussing them, or by listening to experts talk about them
- If the skills you are trying to develop are subtle and are about dealing with situations where there aren’t necessarily any “right answers”
- If you want to provide opportunities to make mistakes, but in an environment where mistakes do not cost anything
- If the cost of mistakes and failure in the real world is high
- If you want to experience the outcomes of your actions (something we do not always benefit from in the real world because of the distance between cause and effect)
- If you want to receive honest and immediate feedback about your actions (again, something we do not always enjoy in the real world)
- If you want to ensure that your learning methods are more 21st than 15th Century
- If you recognise that the next generation of learners are requiring more innovative and interactive learning methods
- If you agree that “e-reading” is not a very important innovation in the whole area of management skill development
- If you agree that discovering is more powerful than “being told”
- If you are worried about your learning audiences ever getting bored
- If you are seeking to actually change behaviour, rather than just add to the mountain of information that the 21st Century executive already has immediate access to



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