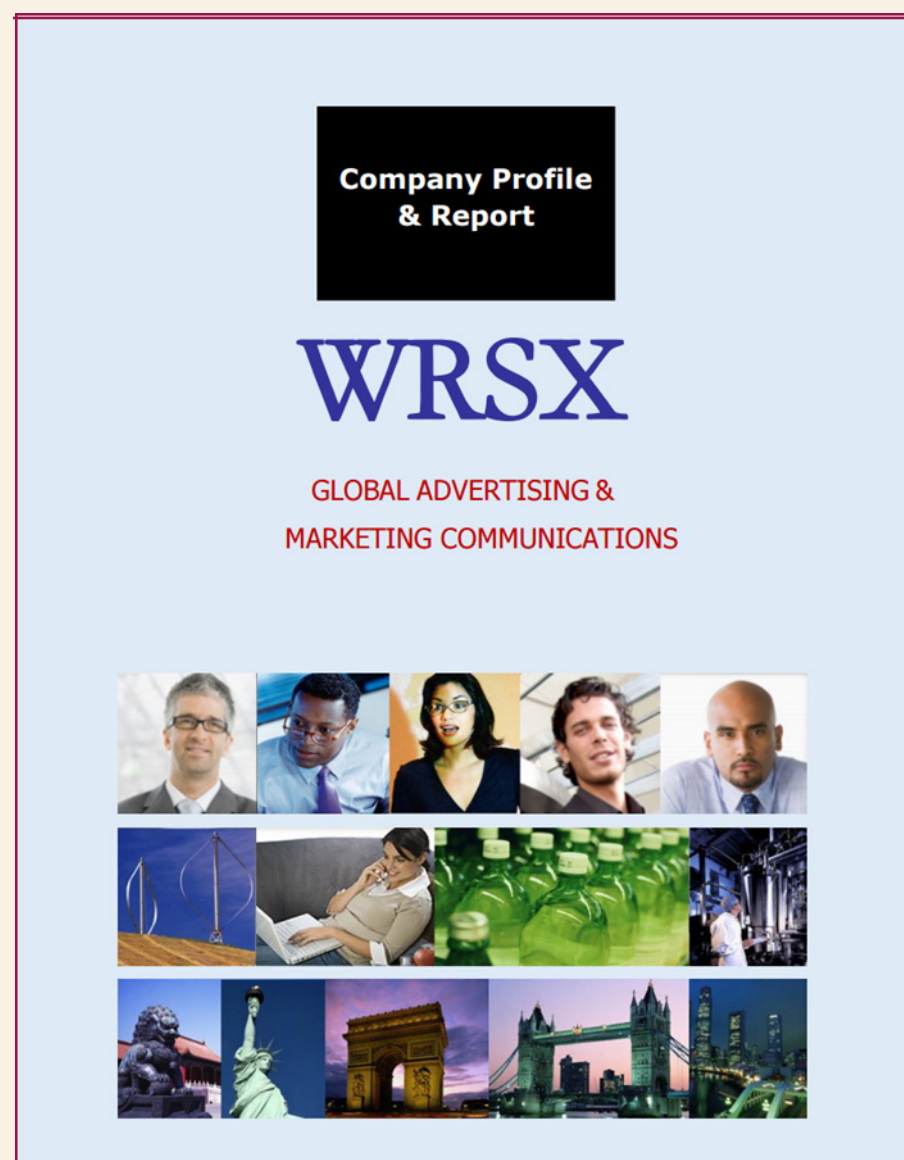


# Welcome to MyStrategyExperience

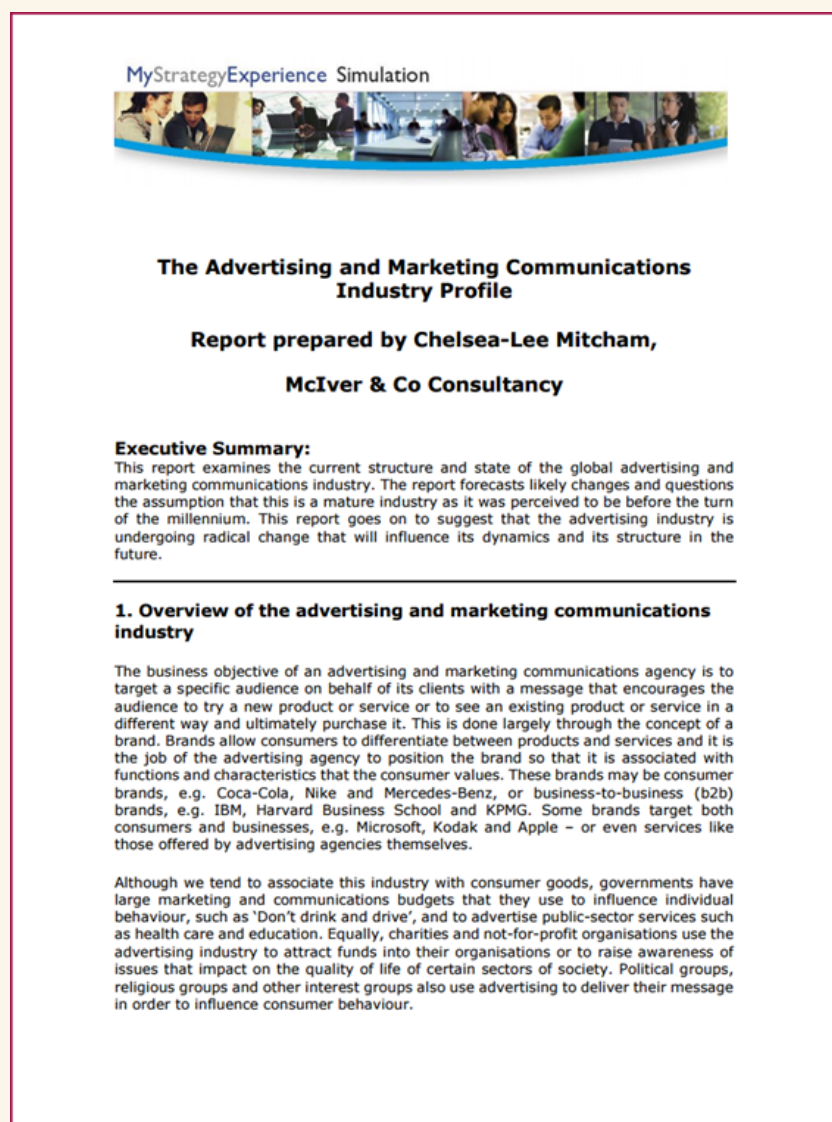


## Student Walkthrough

## Overview

You have been appointed as a main board director of a global advertising agency: WRSX Group. In this role, you will need to direct the strategy of the group by making a number of challenging decisions.

During MyStrategyExperience, you will need to conduct a strategic analysis of the business and formulate a three-to-four-year business plan to deliver strategic growth. You will need to consider different strategic opportunities but also be aware of the associated risks.



You will be required to review data with incomplete information and market knowledge to solve business problems and make business decisions. You will develop the ability to link theory with practice in strategic management.

# Phases of Strategy

MyStrategyExperience begins with a briefing, then follows the phases of the strategy process. You can access the briefing by clicking on 'The Briefing' in the left-hand navigation menu. This page will always be available to you.




# Meet the Mentor

You will first meet your mentor during the briefing. You will then see him during every phase of the simulation where he will explain your role, as it develops, as director of WRSX Group.

1. Guidance: A word from your mentor

Watch the video briefing from your mentor, who will explain how the simulation works and your tasks for this Briefing Phase of the simulation.



04:00

[Open transcript](#)

[Having difficulty viewing this video?](#)

**Getting started:**

**Participants who join a class group**  
If your instructor has indicated that you are going to join a class group, your instructor will have given you details of the timetable you will follow for submitting your analysis and decisions during the phases of the simulation. You will join the class group when you click on the link in 'Go to Board Meetings' within Phase 3.

**Participants who play individually**  
If you have already chosen your start date, you will have had confirmation by email. You can download all resources at any time but you can only upload your decisions after your chosen start date. How frequently you complete the phases and upload your decisions is up to you, but please remember that you have 12 months to complete the simulation.

**Participant's guide to the simulation:** This gives you details of how the simulation works and how you progress through the different phases.


# Meet the Executive Chair

During the briefing you will also meet Juliette Waldron, The Executive Chair. You will also see Juliette during every phase of the simulation.


2. Welcome to WRSX Global Advertising & Marketing Communications Group

Congratulations, you have been appointed as a director of the board of WRSX Group, a mid-sized global advertising and marketing communications business quoted on the London and Paris stock exchanges.

Listen to Juliette Waldron, WRSX Group's Executive Chair, as she welcomes you to the WRSX Board.



00:00 / 03:58



Juliette Waldron  
WRSX Group's Executive Chair

[Open transcript](#)

**Your role as a director is as follows:**

- To make board-level strategic decisions that will define the direction and success of the business.
- To deliver maximum shareholder value for the WRSX Group.

You will operate in a competitive environment, pitching your skills against those of your peers.

Your measure of success will be the WRSX share price and this will be determined both by your financial performance and your success in delivering high scores against six non-financial performance indicators.

# Accessing the Phases and their Associated Activities

You can access the phases and their associated activities by clicking on 'Phases' in the left hand navigation menu. The phases will appear one by one as your lecturer assigns them to you, along with their associated activities. The image above shows all of the resources available in MyStrategyExperience. Your lecturer may assign all of these to you, or they may choose to only assign some.

Read the pages with the headings in capitals before getting started on the activities underneath them. Some of the activities may have more than one instance – this is to give you the option of submitting work either in Word or through the MyStrategyExperience software. Don't worry, it doesn't mean you have to submit your work twice.

Courses

MyStrategyExperience Simulation v.2

course settings

modify

Phases

MyStrategyExperience Simulation v.2 > HOMEWORK AND TESTS

Course Calendar

Legend

Lecturer: BEFORE YOU START

Student: BEFORE YOU START

Home

The Briefing

Phases

My Progress

FAQs and Help

Communication Tools

Lecturer Tools

Homework and Tests

Show All

Homework

Quizzes & Tests

Phase

All Assignments

Due	Assignment	Time Limit	Attempts	Gradebook Score
	PHASE 1 - STRATEGIC POSITION: COMPLETE THIS FIRST			see score
	Phase 1 - Set A self-assessment questions			
	Phase 1 - Set B self-assessment questions			
	Phase 1 - Strategic analysis (online)		0 of 2	
	Phase 1 - Strategic analysis (download)			
	Phase 1 - Learning review (online)		0 of ∞	
	Phase 1 - Learning review (download)			
	PHASE 2 - STRATEGIC CHOICES			see score
	Phase 2 - Self-assessment questions			
	Phase 2 - Strategic review (online)		0 of ∞	
	Phase 2 - Strategic review (download)			
	Phase 2 - Business plan assignment (download)			
	Phase 2 - Learning Review (online)		0 of ∞	
	Phase 2 - Learning Review (download)			
	PHASE 3 - STRATEGY IN ACTION			
	Phase 3 - Learning review (online)		0 of ∞	
	Phase 3 - Learning review (download)			
	GO TO THE BOARD MEETINGS phase			see score

This course is based on MyStrategyExperience v2

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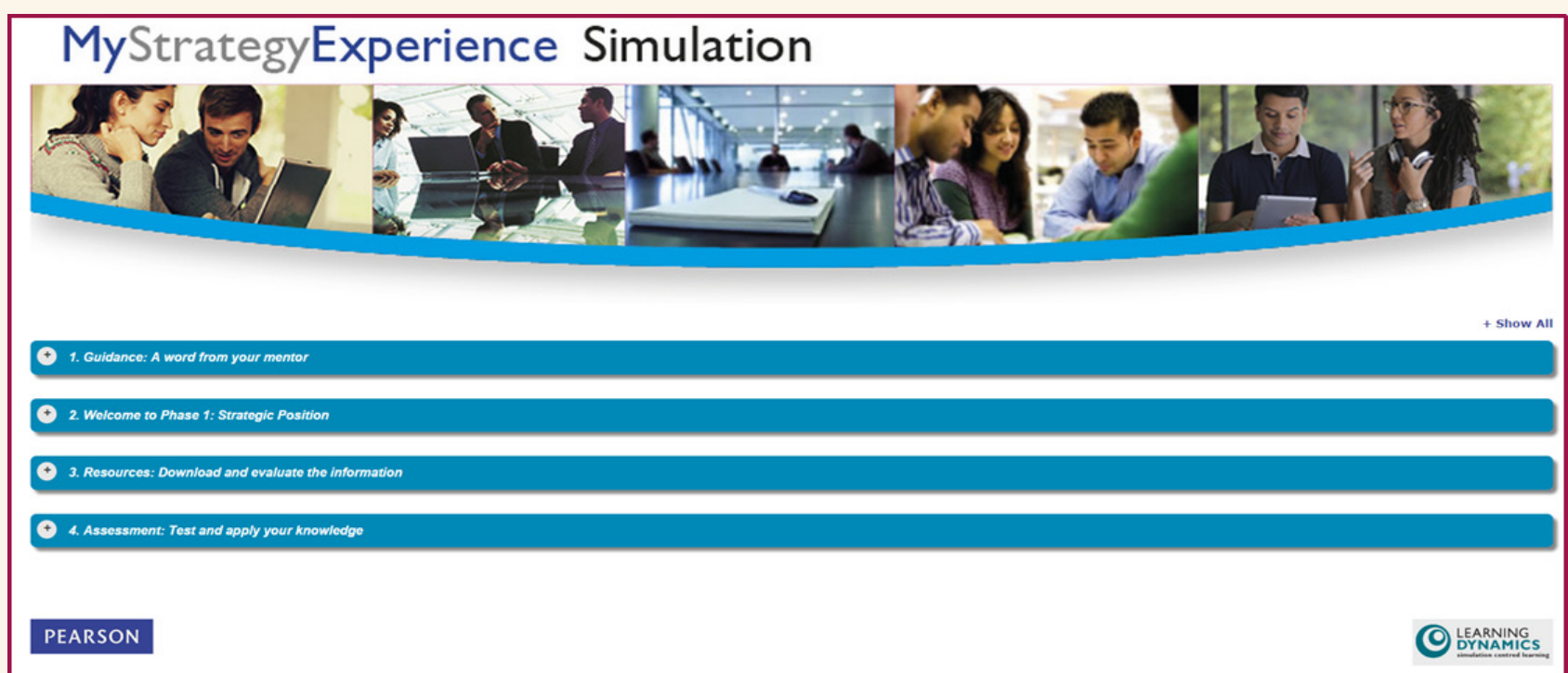
## Working Through Each Phase

Within each phase you should work through the sections in the following order: Guidance, Welcome, Resources and Assessment.

In Phase 1 you will be asked to define the strategic position of WRSX – or, where are we now? You will create a strategic analysis of WRSX Group and its industry.

In Phase 2 you will be asked to define the strategic choices that are available to WRSX – where are we going? You will plan three-year financial objectives and assess the choices available for delivering those objectives.

In Phase 3 you will attend board meetings, select agenda items and make decisions that allow you to deliver your objectives.



# Board Meetings

After Phase 3, you will begin the board meetings in your class simulation group. You are only able to play through each board meeting once. Access the board meetings by clicking on the 'GO TO THE BOARD MEETINGS phase' which is located at the bottom of the list of resources.

Before you are able to join your simulation group, your lecturer will need to provide you with a simulation group ID.

Work at the pace your lecturer has set out for the class. Do not go ahead, as you are not able to play more than once.

Courses

MyStrategyExperience Simulation v.2

course settings

Hello, Rachel Chiles

Account

Help & Support

Sign Out

MyStrategyExperience

modify

Phases

MyStrategyExperience Simulation v.2 > HOMEWORK AND TESTS

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Phase

All Assignments

Due	Assignment	Time Limit	Attempts	Gradebook Score
	PHASE 1 - STRATEGIC POSITION: COMPLETE THIS FIRST			SEE SCORE
	Phase 1 - Set A self-assessment questions			
	Phase 1 - Set B self-assessment questions			
	Phase 1 - Strategic analysis (online)		0 of 2	
	Phase 1 - Strategic analysis (download)			
	Phase 1 - Learning review (online)		0 of ∞	
	Phase 1 - Learning review (download)			
	PHASE 2 - STRATEGIC CHOICES			SEE SCORE
	Phase 2 - Self-assessment questions			
	Phase 2 - Strategic review (online)		0 of ∞	
	Phase 2 - Strategic review (download)			
	Phase 2 - Business plan assignment (download)			
	Phase 2 - Learning Review (online)		0 of ∞	
	Phase 2 - Learning Review (download)			
	PHASE 3 - STRATEGY IN ACTION			SEE SCORE

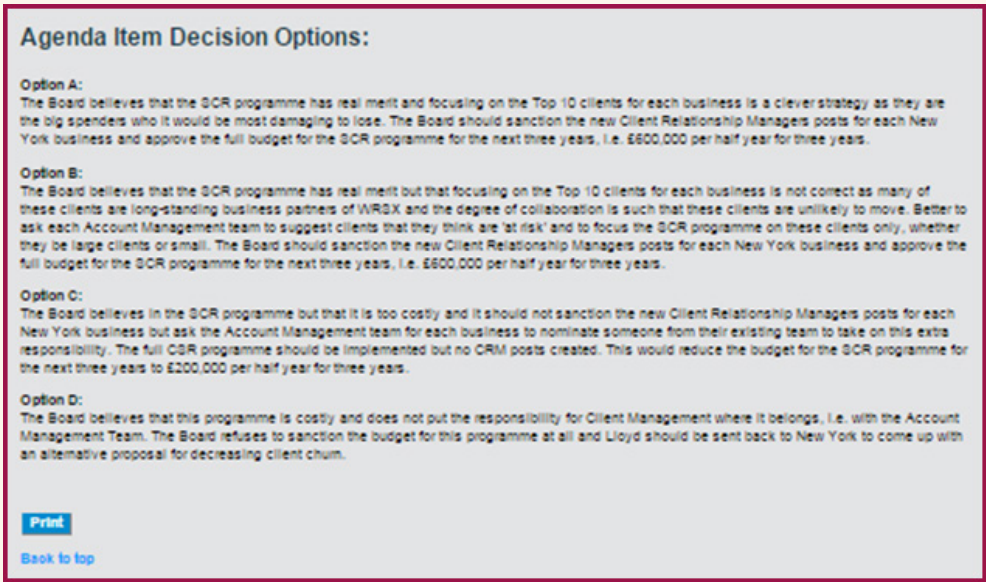
# Your Agenda Items

At the start of each board meeting, you will be given six agenda item summaries – you must choose four items that you would like to discuss during the board meeting. Click on each one for more information.



# Action Options

For each of the agenda items you have chosen, you will be presented with four options. You should choose the option that best suits your strategic plan.





# Confirming Your Strategy

Referring to your company strategy, choose which action you will take for each of your agenda items. Make sure you are happy with your choices, as once agenda items and decision options have been submitted, you are not able to go back and change them.

### Your Chosen Agenda Items: Board Meeting Two

These are the Agenda Items that you have chosen for this board meeting. Click the link below to view and print them. You will see that you have four action options for each Agenda Item.

1. Reducing client churn – Lloyd Silberstein, President, New York Office
2. Potential acquisition of UK competitor – Sandrine Mauret, Non-Executive Director
3. Sponsorship opportunity – Rosie Burton-Taylor, Managing Director , BTP / WRSX, London
4. Horizontality and Super-Pitching a Custom-Crafted Agency – Brad Cunningham, New Business Director (supported by Steve Packham, Information Systems Manager) WRSX London

### Decide on Action Options:

When you have decided on your Action Option for each Agenda Item, click either option A, B, C or D. You can reset them right up to the point you submit your decisions.

A	B	C	D
A	B	C	D
A	B	C	D
A	B	C	D

# Results

This is what you see after you have submitted the agenda items and decisions for each board meeting.

After you have submitted your choices, you will see your results. These include financial and non-financial indicators of how well your company has performed.

### Company Performance & Results

This is where you review and print off your results for each Board Meeting in Phase 3, see feedback and keep track of the decisions you have made each Board Meeting.

SHARE PRICE

Your Share Price is currently: 

€2.50 (EUR 3.00)

Share Price Trend

You can see your Share Price trend after each Board Meeting.

Start Position (Period 0)	Board Meeting One (Period 1)	Board Meeting Two (Period 2)	Board Meeting Three (Period 3)	Board Meeting Four (Period 4)	Board Meeting Five (Period 5)	Board Meeting Six (Period 6)
€2.28	€2.24	€2.50				
EUR 2.74	EUR 2.69	EUR 3.00				

Note: € / Euro exchange rate is fixed at €1 = Euro 1.2

Financial Performance

Your financial performance is shown in terms of an Income Statement:

INCOME STATEMENT for Period 2

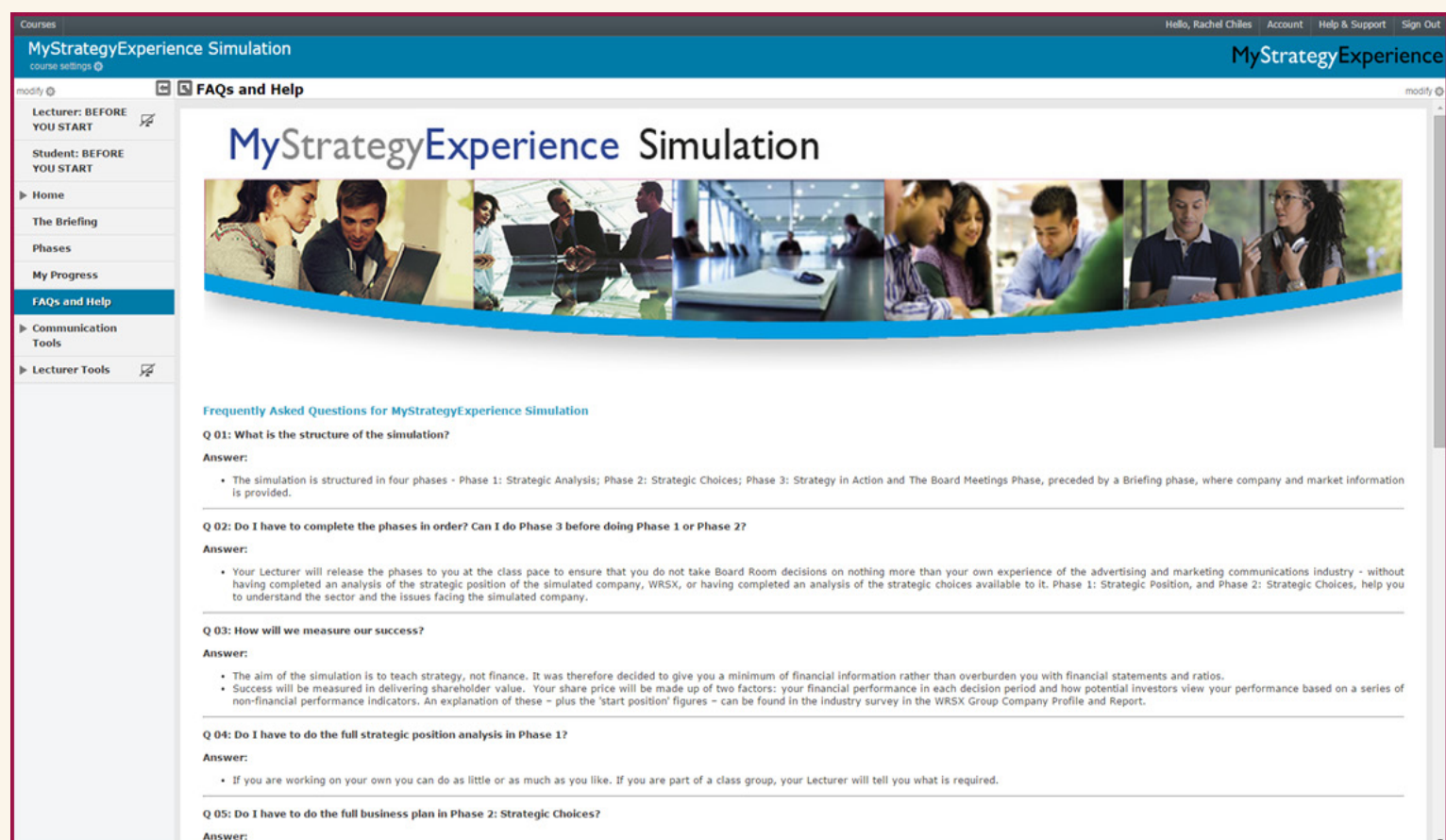
	Start Position (Period 1) €m	Start Position (Period 1) €m	Board Meeting 2 (Period 2) €m	Board Meeting 2 (Period 2) €m
Revenue	209.2	251.0	222.6	267.1
Direct costs	(10.2)	(12.2)	(10.9)	(13.1)
Gross profit	199.0	238.8	211.7	254.0
Operating costs:				
Staff costs	(133.9)	(160.7)	(139.4)	(167.3)
Establishment costs	(17.3)	(20.8)	(20.9)	(25.0)
Other operating costs	(15.7)	(18.8)	(17.5)	(21.0)
Total operating costs	(166.9)	(200.2)	(177.8)	(213.3)

ALWAYS LEARNING

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## FAQs

If you have questions on how to use MyStrategyExperience, please use our FAQs page for help. Do this by clicking on 'FAQs and Help' on the left-hand navigation menu.



## Pearson 24/7

If you experience any technical difficulties, access the 24/7 Pearson customer technical support by clicking on 'Help & Support' on the top right of the page, then '24/7 Technical Support'.

