

# Welcome to MyStrategyExperience

## Lecturer Walkthrough

Company Profile  
& Report

WRSX

GLOBAL ADVERTISING &  
MARKETING COMMUNICATIONS



## Overview

MyStrategyExperience is a business simulation which enables your students to apply complex theory to real-world practice. It places students on the board of directors in a global advertising agency: WRSX Group. In this role, they have to direct the strategy of the group by making a number of challenging decisions.

During MyStrategyExperience, students will 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. They need to balance strategic opportunities with inherent risk.

Students will need to critically analyse data with incomplete information and market knowledge to solve business problems and make business decisions. They 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. Students can access the briefing by clicking on 'The Briefing' in the left-hand navigation menu. This page will always be available to your students.



## Meet the Mentor

Students will first meet their mentor during the briefing. They will then see him during every phase of the simulation where he will explain their role, as it evolves, as director of WRSX Group.



## Meet the Executive Chair

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



## Accessing the Phases and their Associated Activities

Students can access the phases and their associated activities by clicking on 'Phases' in the left-hand navigation menu. Before they can access the phases you will need to assign them. To do this you will need to go into 'Assignment Manager' in 'Lecturer Tools', then select 'All Phases' from the dropdown menu. You should assign the phases one by one to the students. This enables them to play through the parts of the simulation in the correct order and at the correct speed.

The image above shows all of the available resources in MyStrategyExperience. You can choose to assign all of the associated activities, or only some. The most important ones are the ones in capitals – they include the phases themselves rather than the associated activities.

Some of the activities have more than one instance. This gives you the option of receiving work either in Word or through the MyStrategyExperience software. You may wish to give your students the option by assigning both of them, or you may only want to assign your preferred method.



## Working Through Each Phase

Within each phase, students should work through the sections in the following order: Guidance, Welcome, Resources and Assessment. In Phase 1 students will be asked to define the strategic position of WRSX – or, where are we now? They will need to create a strategic analysis of WRSX Group and its industry.

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

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

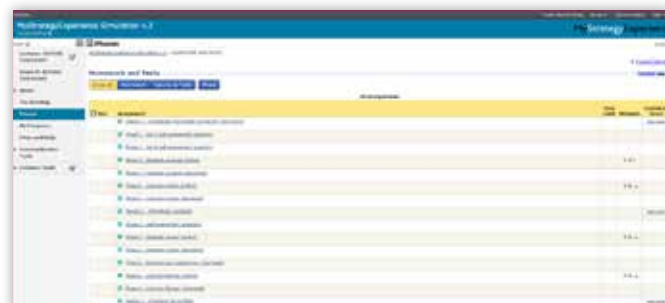


## Board Meetings

After Phase 3, students will start the board meetings in their class simulation groups. They only get the chance to play through each board meeting once.

They can 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.

You will need to provide your students with a simulation ID to allow them to join their simulation group. You can generate these in the 'Lecturer Resources' section, on the 'Set-up and Performance' tab.



# Your Agenda Items

At the beginning of each board meeting students are presented with six agenda item summaries. They must choose four items they would like to discuss during the board meeting. They can click on each one for more information.

# Action Options

For each of the agenda items they have chosen, students are presented with four options and they should choose the option that best suits their strategic plan.

# Confirming Your Strategy

According to each group's company strategy, they should confirm which action they will take for each of the agenda items. Once agenda items and decision options have been submitted, they cannot go back.

# Results

After they have submitted their choices, they will then see their results. The results include financial and non-financial indicators on how well the company has performed.



## Lecturer Support

There is a lecturer support area that includes resource downloads, assessment support and set up instructions. These are available by clicking on 'Lecturer Tools', then 'Lecturer Resources' in the left-hand navigation menu.



## FAQs

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



For added peace of mind, our **24/7 Technical Support** can always help. Click on 'Help & Support' on the top right of the page, then '24/7 Technical Support'.



Our team of experienced consultants work collaboratively with you to provide continued support at any point and help you create the best possible teaching & learning journey. We're here whenever you need inspiration or advice.