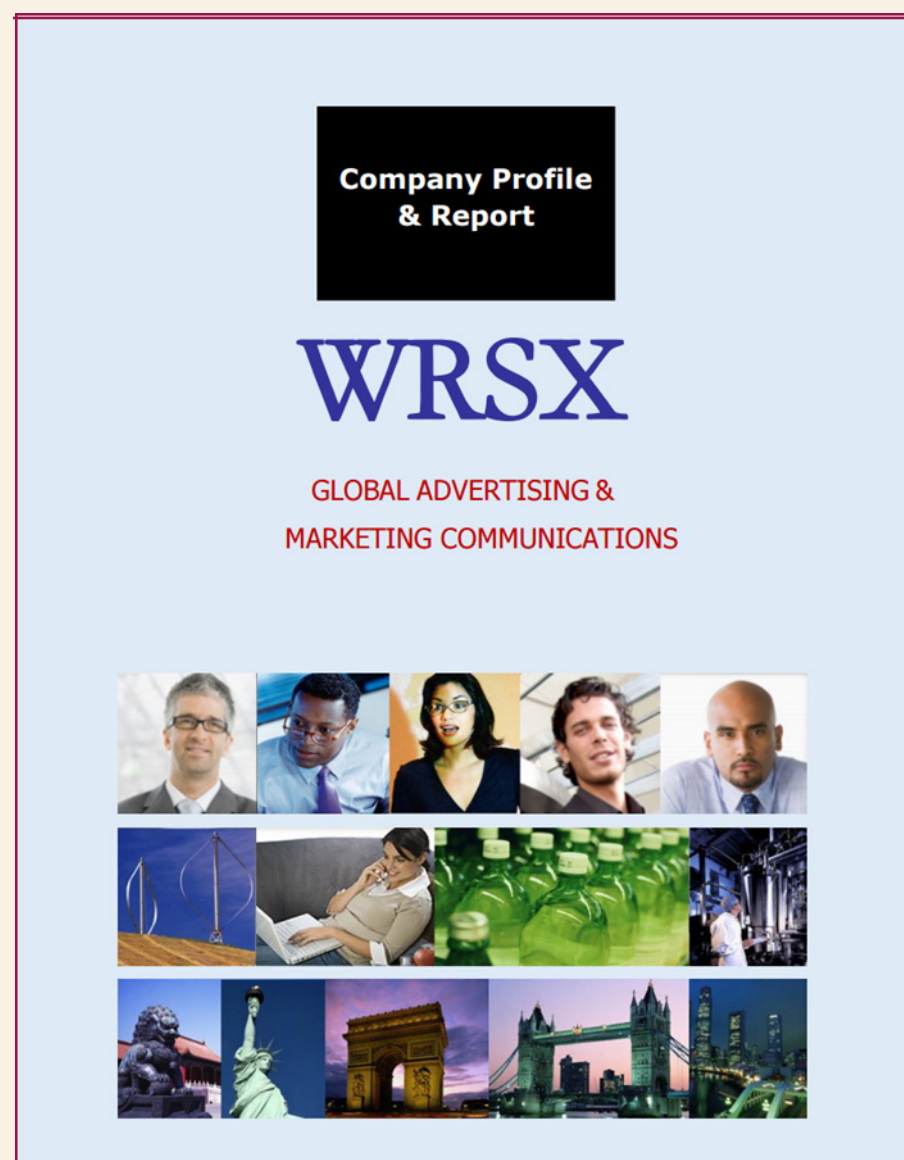


Welcome to MyStrategyExperience

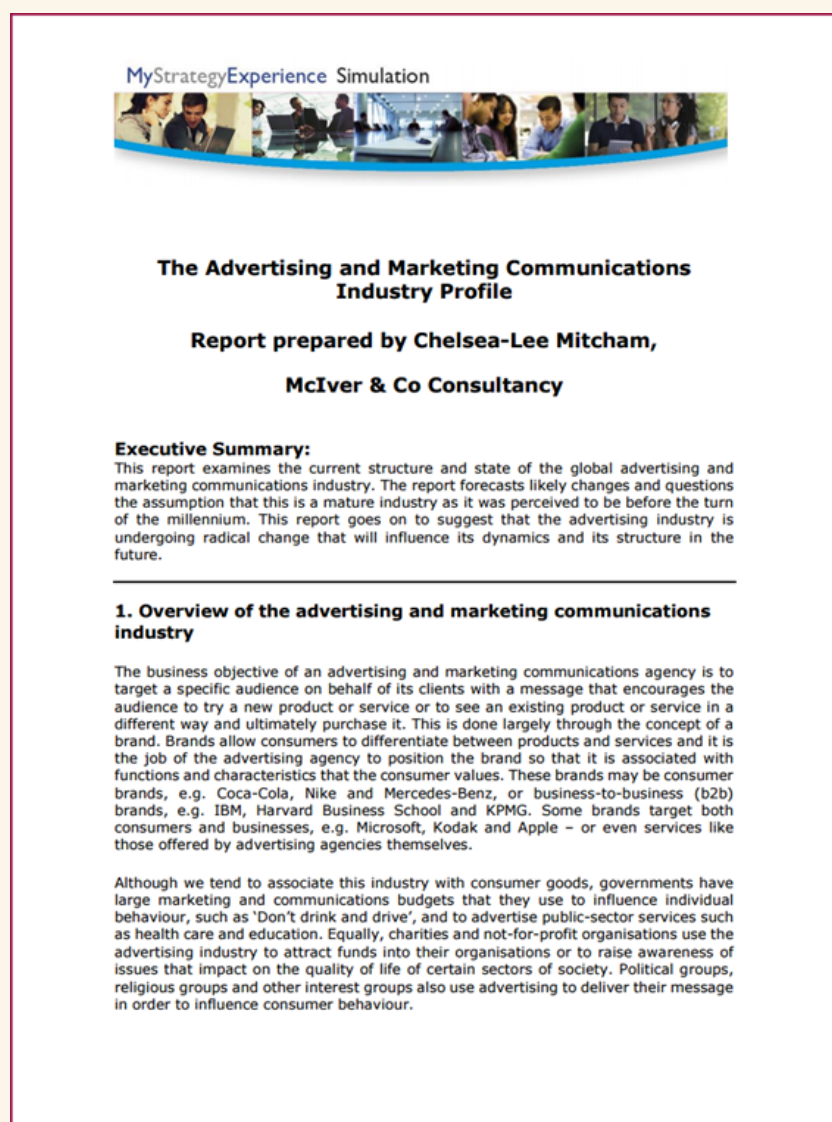


Lecturer Walkthrough

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.

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 they will also meet Juliette Waldron, The Executive Chair. They 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

Open transcript



Juliette Waldron
WRSX Group's Executive Chair

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.

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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.

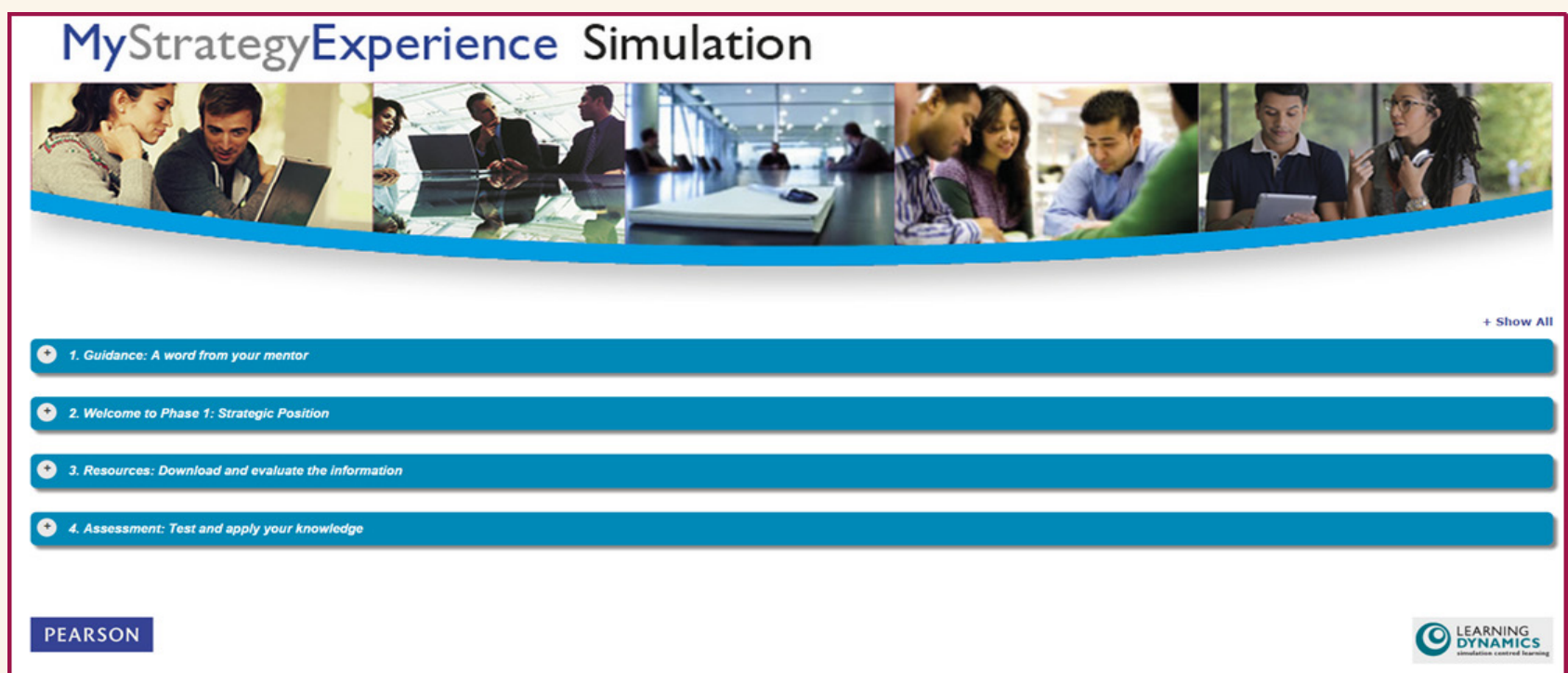
Working Through Each Phase

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.

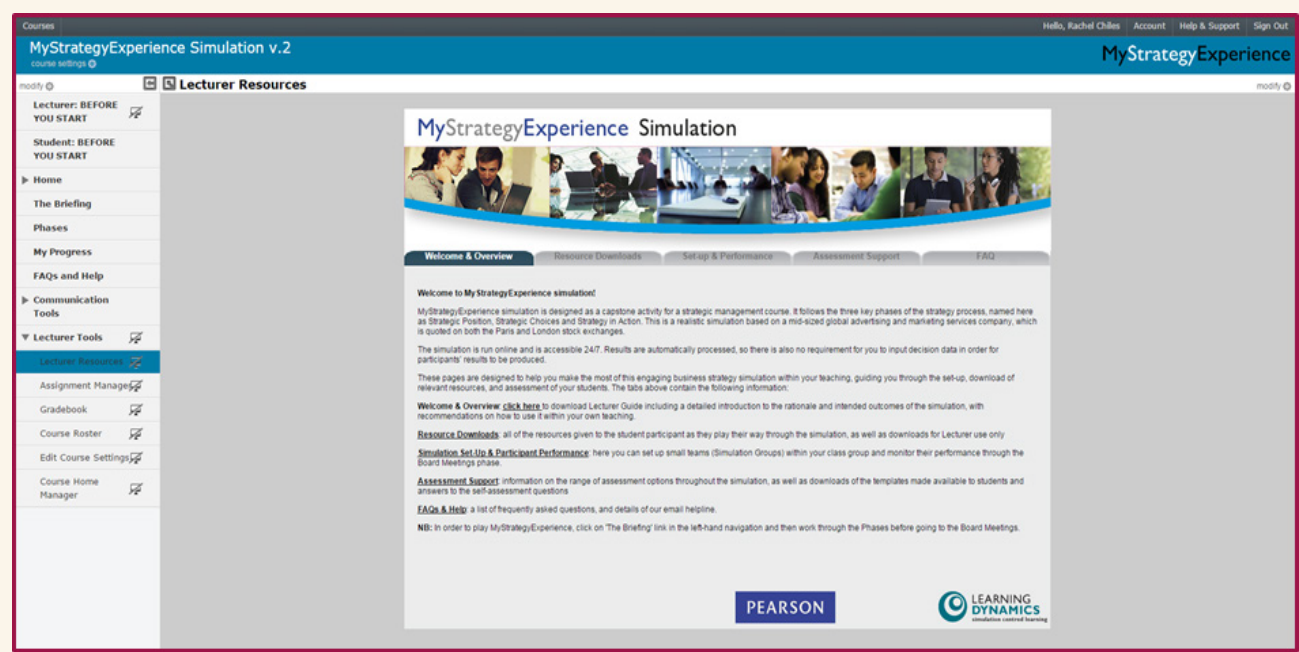
In Phase 2 they will be asked to define the strategic choices that are available to WRSX – where are we going? They will plan three-year financial objectives and assess the choices available for delivering those objectives.

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



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.

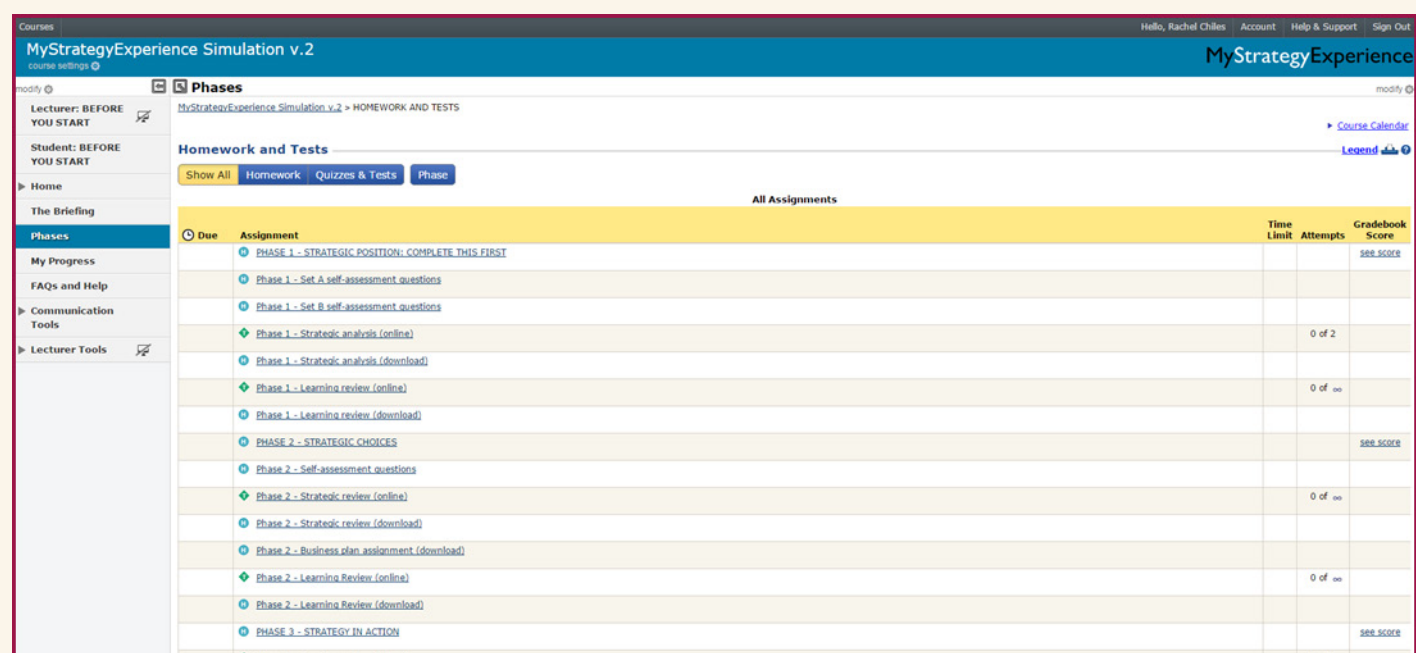


Board Meetings

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.



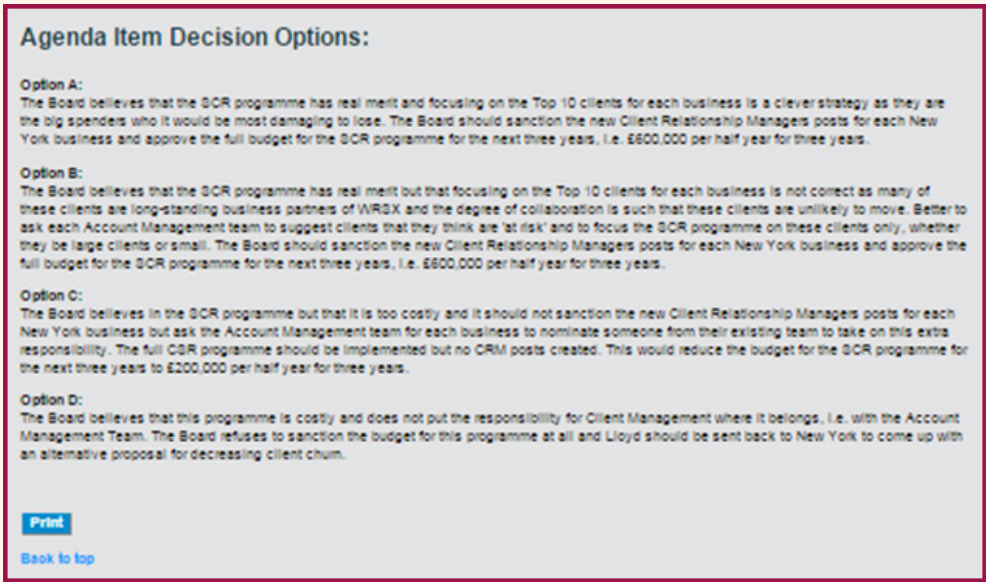
Your Agenda Items

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.

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

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.

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

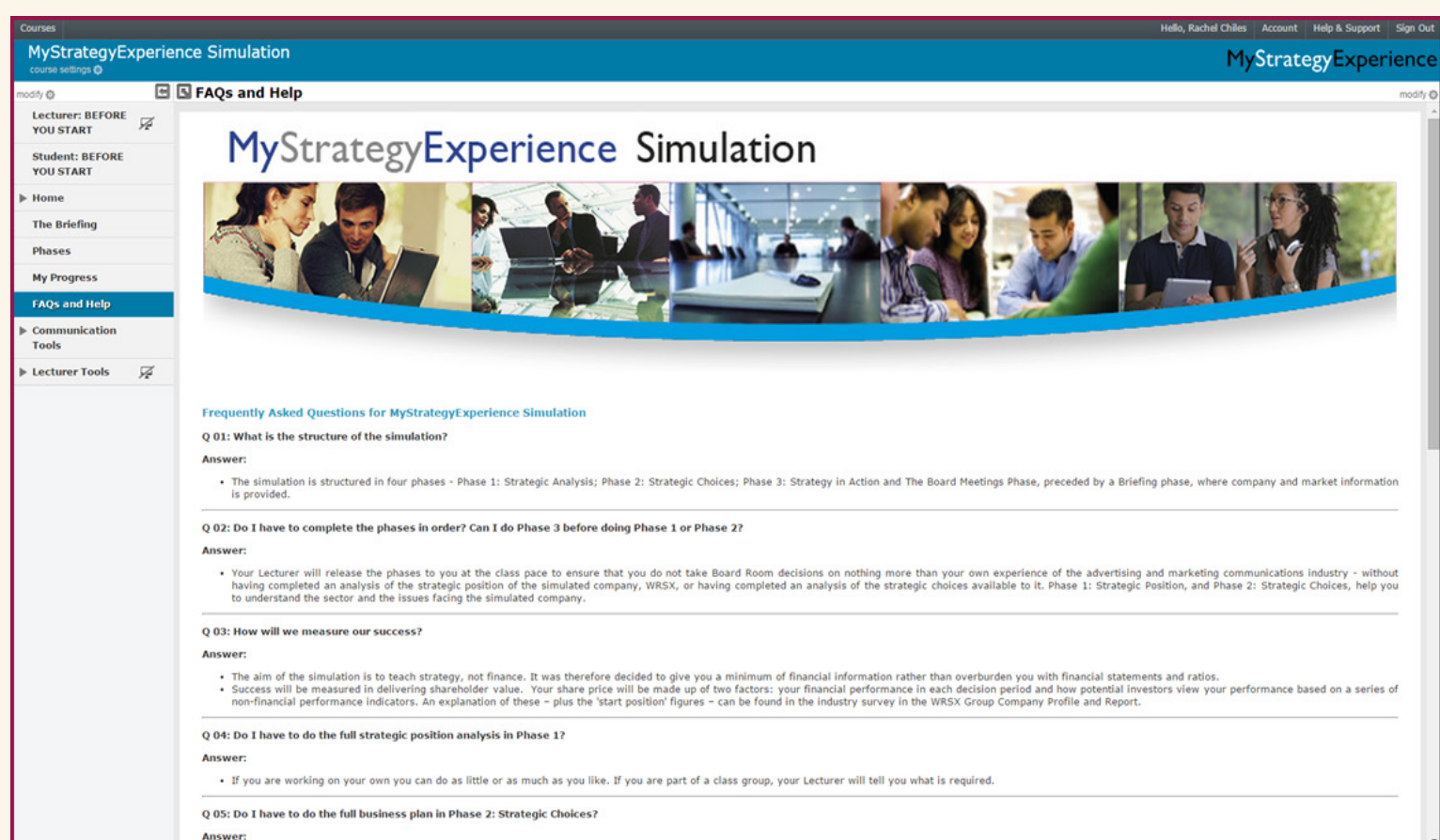
	Start Position (Period 1) €m	Start Position (Period 1) €m	Board Meeting 2 (Period 2) €m	Board Meeting 2 (Period 2) €m
Revenue	209.2	251.0	222.6	267.1
Direct costs	(10.2)	(12.2)	(10.9)	(13.1)
Gross profit	199.0	238.8	211.7	254.0
Operating costs:				
Staff costs	(133.9)	(160.7)	(139.4)	(167.3)
Establishment 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)

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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.



Pearson 24/7

If you experience any technical difficulties, you can 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'.

