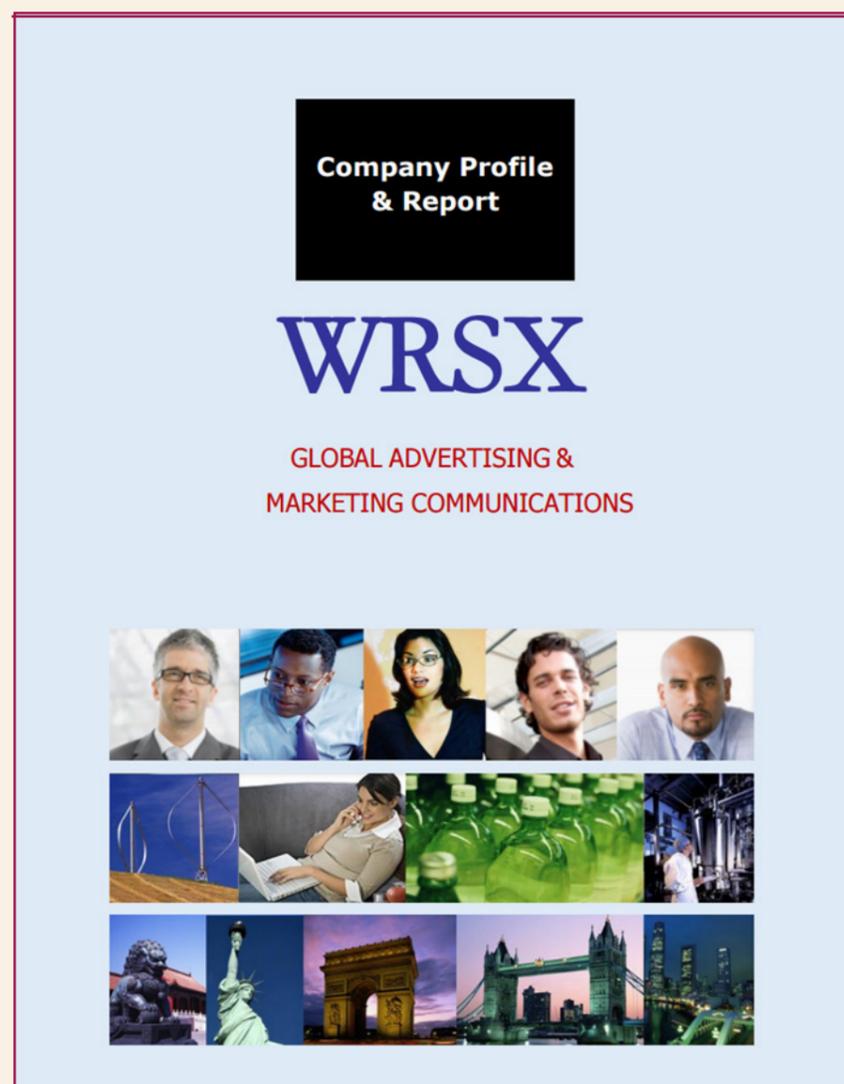


Welcome to MyStrategyExperience

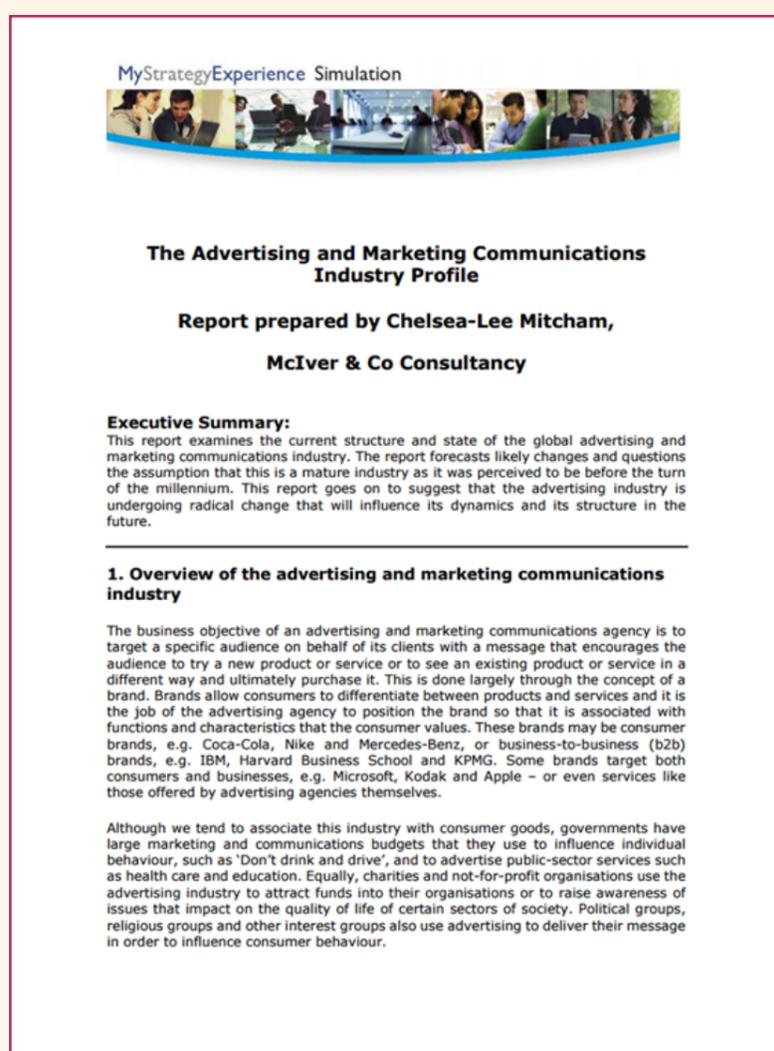


Lecturer Walkthrough

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.

The screenshot shows the 'MyStrategyExperience Simulation v.2' interface. The page title is 'MyStrategyExperience Simulation' and the current section is 'The Briefing'. The left-hand navigation menu includes options like 'Home', 'The Briefing', 'Phases', 'My Progress', 'FAQs and Help', 'Communication Tools', and 'Lecturer Tools'. The main content area features a banner image of students in a meeting, followed by introductory text and a list of four briefing steps: 1. Guidance: A word from your mentor, 2. Welcome to WRSX Global Advertising & Marketing Communications Group, 3. Resources: Download and evaluate the information, and 4. Assessment: Test and apply your knowledge. The page also includes the Pearson logo and the Learning Dynamics logo.

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.

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.

The screenshot shows the MyStrategyExperience Simulation v.2 interface. The left-hand navigation menu includes options like 'Home', 'The Briefing', 'Phases', 'My Progress', 'FAQs and Help', 'Communication Tools', and 'Lecturer Tools'. The main content area is titled 'Homework and Tests' and displays a table of assignments. The table has columns for 'Due', 'Assignment', 'Time Limit', 'Attempts', and 'Gradebook Score'. The assignments listed include 'PHASE 1 - STRATEGIC POSITION: COMPLETE THIS FIRST', 'Phase 1 - Set A self-assessment questions', 'Phase 1 - Set B self-assessment questions', 'Phase 1 - Strategic analysis (online)', 'Phase 1 - Strategic analysis (download)', 'Phase 1 - Learning review (online)', 'Phase 1 - Learning review (download)', 'PHASE 2 - STRATEGIC CHOICES', 'Phase 2 - Self-assessment questions', 'Phase 2 - Strategic review (online)', 'Phase 2 - Strategic review (download)', 'Phase 2 - Business plan assignment (download)', 'Phase 2 - Learning Review (online)', 'Phase 2 - Learning Review (download)', 'PHASE 3 - STRATEGY IN ACTION', 'Phase 3 - Learning review (online)', 'Phase 3 - Learning review (download)', and 'GO TO THE BOARD MEETINGS phase'. The 'Attempts' column shows values like '0 of 2' and '0 of ∞'. The 'Gradebook Score' column shows 'see score' for several entries.

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

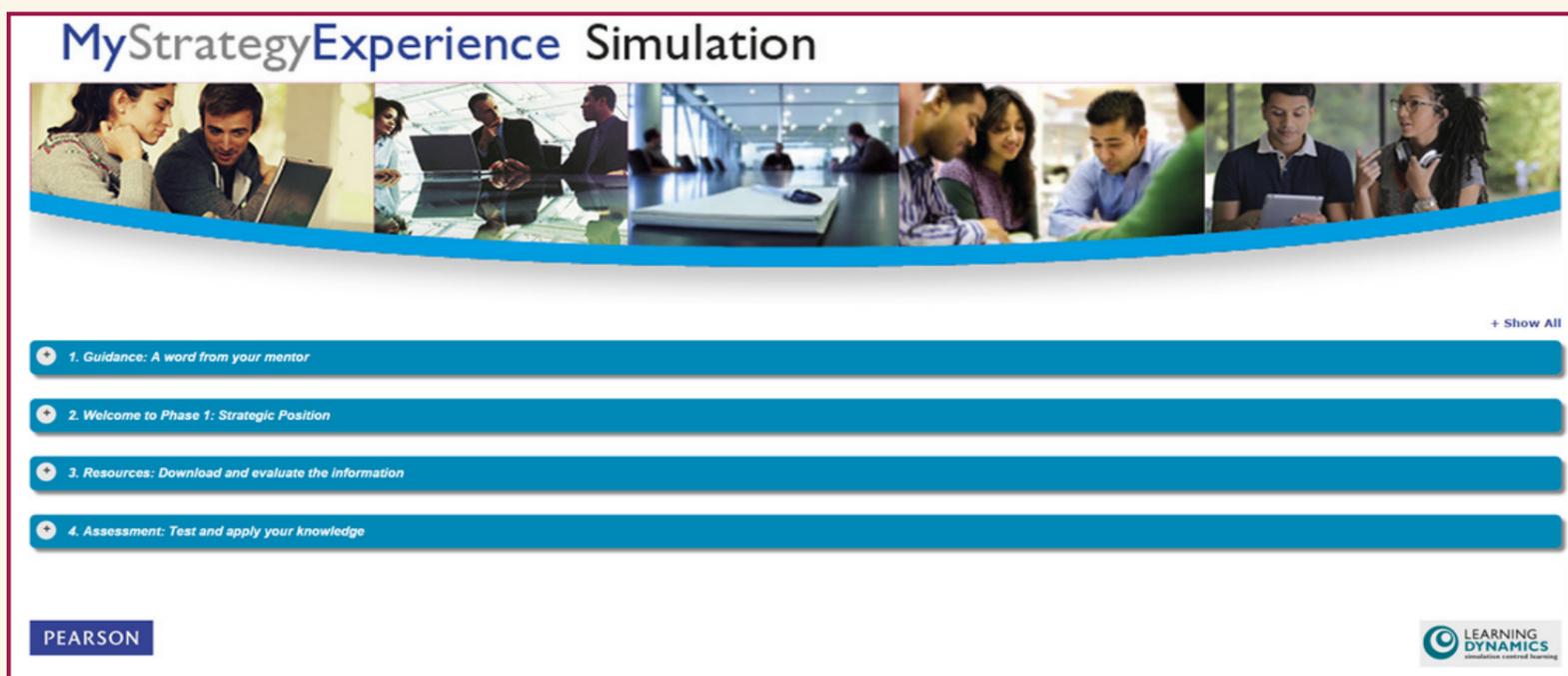
Working Through Each Phase

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.



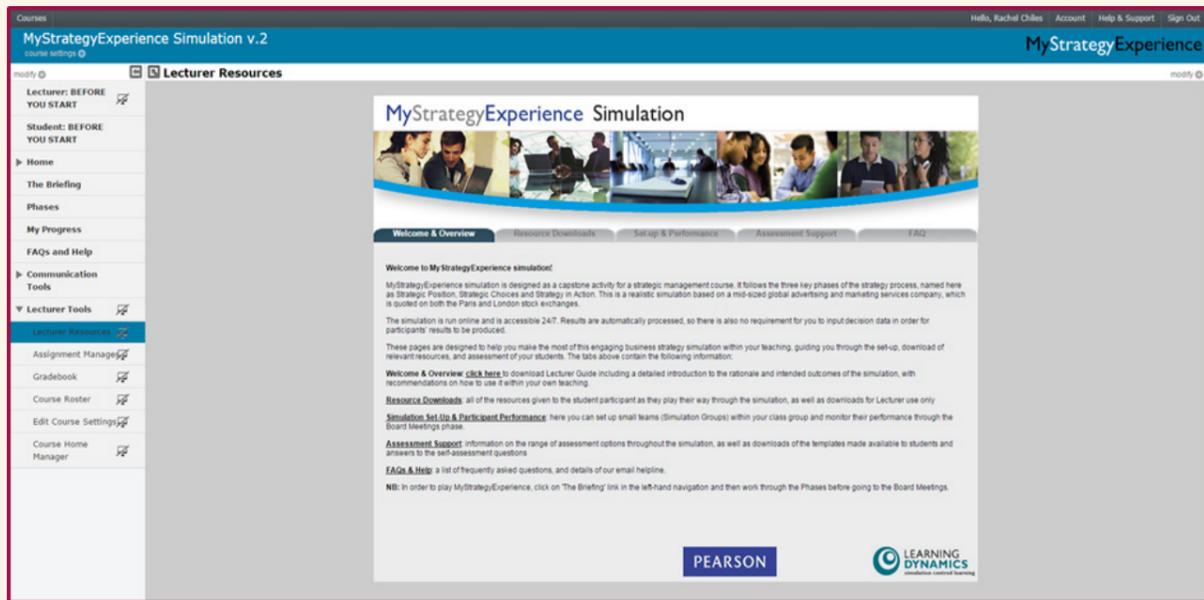
The screenshot displays the 'MyStrategyExperience Simulation' interface. At the top, there is a banner with the title 'MyStrategyExperience Simulation' and a collage of images showing students in various settings: a student looking at a laptop, a group of students in a meeting, a student in a library, and a student in a classroom. Below the banner is a list of four simulation steps, each with a play button icon and a description:

- 1. Guidance: A word from your mentor
- 2. Welcome to Phase 1: Strategic Position
- 3. Resources: Download and evaluate the information
- 4. Assessment: Test and apply your knowledge

A '+ Show All' link is located to the right of the list. The Pearson logo is in the bottom left corner, and the Learning Dynamics logo is in the bottom right corner.

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.

A screenshot of the MyStrategyExperience Simulation v.2 interface showing the 'Phases' section. The left-hand navigation menu is open, showing 'Phases' selected. The main content area displays a table of assignments for the simulation. The table has columns for 'Due', 'Assignment', 'Time Limit', 'Attempts', and 'Gradebook Score'. The assignments are listed in chronological order, starting with 'PHASE 1 - STRATEGIC POSITION: COMPLETE THIS FIRST' and ending with 'PHASE 3 - STRATEGY IN ACTION'.

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)			
	Phase 1 - Learning review (download)		0 of ∞	
	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)			
	Phase 2 - Learning Review (download)		0 of ∞	
	PHASE 3 - STRATEGY IN ACTION			SEE SCORE

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.

The screenshot displays the 'MyStrategyExperience Simulation' interface. At the top, it says 'Board Meeting Two Executive Summaries of Agenda Items'. Below this, there are several sections:

- Current External Environment:** A section with a blue header and a dark background, containing text about listening to a report on the external environment and links to download a transcript.
- Executive Summary Agenda Items:** A section with a blue header, showing a list of agenda items for the board meeting. The first item is 'Reducing Client Churn'.
- Agenda Item Summaries:** A section with a blue header, providing detailed information for each agenda item, including the name of the presenter and their role.

The 'Reducing Client Churn' item is highlighted, showing a detailed summary of the issue and the board's request for a strategy to address it.

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.

The screenshot shows the 'Agenda Item Decision Options' screen. It lists four options (A, B, C, D) for the 'Reducing Client Churn' agenda item. Each option provides a detailed description of the proposed action and its implications for the company's budget and strategy.

Option A: The Board believes that the GCR programme has real merit and focusing on the Top 10 clients for each business is a clever strategy as they are the big spenders who it would be most damaging to lose. The Board should sanction the new Client Relationship Managers posts for each New York business and approve the full budget for the GCR programme for the next three years, i.e. £600,000 per half year for three years.

Option B: The Board believes that the GCR programme has real merit but that focusing on the Top 10 clients for each business is not correct as many of these clients are long-standing business partners of WRSX and the degree of collaboration is such that these clients are unlikely to move. Better to ask each Account Management team to suggest clients that they think are 'at risk' and to focus the GCR programme on these clients only, whether they be large clients or small. The Board should sanction the new Client Relationship Managers posts for each New York business and approve the full budget for the GCR programme for the next three years, i.e. £600,000 per half year for three years.

Option C: The Board believes in the GCR programme but that it is too costly and it should not sanction the new Client Relationship Managers posts for each New York business but ask the Account Management team for each business to nominate someone from their existing team to take on this extra responsibility. The full GCR programme should be implemented but no CRM posts created. This would reduce the budget for the GCR programme for the next three years to £200,000 per half year for three years.

Option D: The Board believes that this programme is costly and does not put the responsibility for Client Management where it belongs, i.e. with the Account Management Team. The Board refuses to sanction the budget for this programme at all and Lloyd should be sent back to New York to come up with an alternative proposal for decreasing client churn.

At the bottom of the screen, there are buttons for 'Print' and 'Back to top'.

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	A <input type="radio"/>	B <input type="radio"/>	C <input type="radio"/>	D <input type="radio"/>
2. Potential acquisition of UK competitor – Sandrine Mauret, Non-Executive Director	A <input type="radio"/>	B <input type="radio"/>	C <input type="radio"/>	D <input type="radio"/>
3. Sponsorship opportunity – Rosie Burton-Taylor, Managing Director, BTP / WRSX, London	A <input type="radio"/>	B <input type="radio"/>	C <input type="radio"/>	D <input type="radio"/>
4. Horizontality and Super-Pitching a Custom-Crafted Agency – Brad Cunningham, New Business Director (supported by Steve Packham, Information Systems Manager) WRSX London	A <input type="radio"/>	B <input type="radio"/>	C <input type="radio"/>	D <input type="radio"/>

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.

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

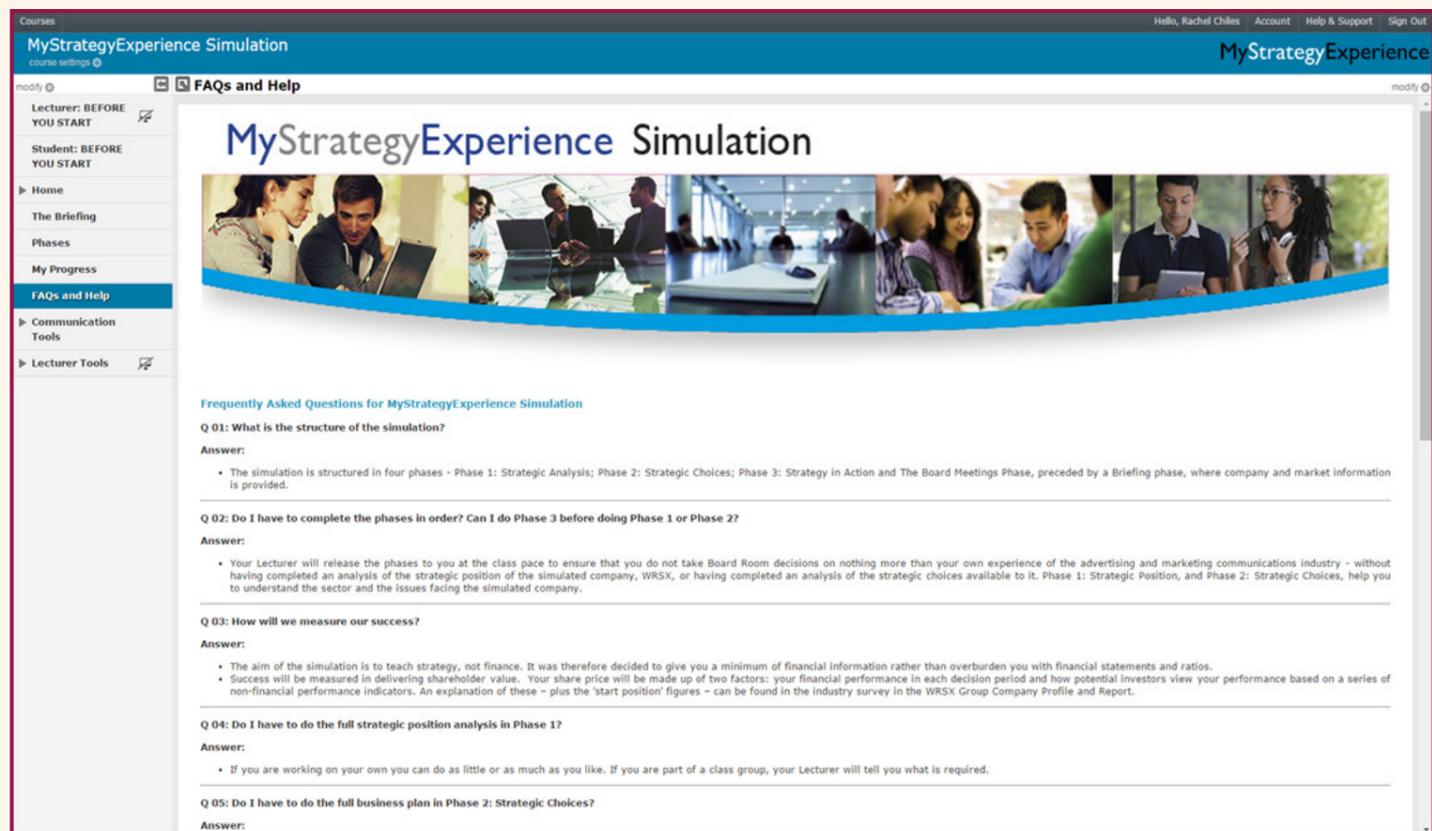
Financial Performance
Your financial performance is shown in terms of an Income Statement:

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)

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.

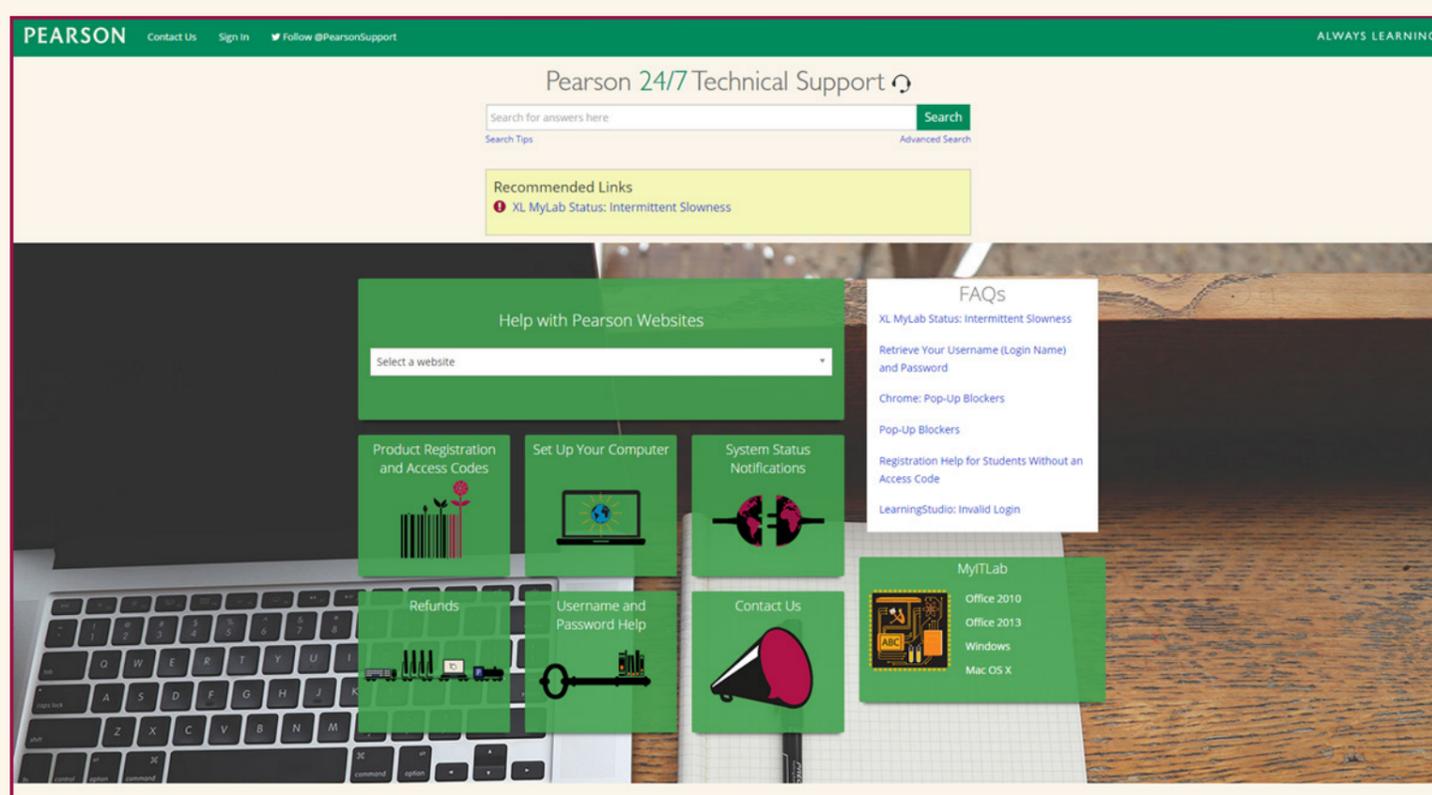


The screenshot shows the 'MyStrategyExperience Simulation' interface. The top navigation bar includes 'Hello, Rachel Chiles', 'Account', 'Help & Support', and 'Sign Out'. The left-hand navigation menu is expanded to 'FAQs and Help'. The main content area is titled 'MyStrategyExperience Simulation' and features a banner image of students in a classroom. Below the banner, the page is titled 'Frequently Asked Questions for MyStrategyExperience Simulation' and lists five questions with their respective answers:

- Q 01: What is the structure of the simulation?**
Answer:
 - The simulation is structured in four phases - Phase 1: Strategic Analysis; Phase 2: Strategic Choices; Phase 3: Strategy in Action and The Board Meetings Phase, preceded by a Briefing phase, where company and market information is provided.
- Q 02: Do I have to complete the phases in order? Can I do Phase 3 before doing Phase 1 or Phase 2?**
Answer:
 - Your Lecturer will release the phases to you at the class pace to ensure that you do not take Board Room decisions on nothing more than your own experience of the advertising and marketing communications industry - without having completed an analysis of the strategic position of the simulated company, WRSX, or having completed an analysis of the strategic choices available to it. Phase 1: Strategic Position, and Phase 2: Strategic Choices, help you to understand the sector and the issues facing the simulated company.
- Q 03: How will we measure our success?**
Answer:
 - The aim of the simulation is to teach strategy, not finance. It was therefore decided to give you a minimum of financial information rather than overburden you with financial statements and ratios.
 - Success will be measured in delivering shareholder value. Your share price will be made up of two factors: your financial performance in each decision period and how potential investors view your performance based on a series of non-financial performance indicators. An explanation of these - plus the 'start position' figures - can be found in the industry survey in the WRSX Group Company Profile and Report.
- Q 04: Do I have to do the full strategic position analysis in Phase 1?**
Answer:
 - If you are working on your own you can do as little or as much as you like. If you are part of a class group, your Lecturer will tell you what is required.
- Q 05: Do I have to do the full business plan in Phase 2: Strategic Choices?**
Answer:

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'.



The screenshot shows the 'Pearson 24/7 Technical Support' page. The top navigation bar includes 'PEARSON', 'Contact Us', 'Sign In', 'Follow @PearsonSupport', and 'ALWAYS LEARNING'. The page features a search bar with the text 'Search for answers here' and a 'Search' button. Below the search bar, there is a 'Recommended Links' section with a link to 'XL MyLab Status: Intermittent Slowness'. The main content area is divided into several sections:

- Help with Pearson Websites:** A dropdown menu to 'Select a website'.
- Product Registration and Access Codes:** A section with a bar chart icon.
- Set Up Your Computer:** A section with a laptop icon.
- System Status Notifications:** A section with a globe icon.
- Refunds:** A section with a bar chart icon.
- Username and Password Help:** A section with a key icon.
- Contact Us:** A section with a megaphone icon.
- MyITLab:** A section with a computer icon, listing 'Office 2010', 'Office 2013', 'Windows', and 'Mac OS X'.
- FAQs:** A section with a list of links: 'XL MyLab Status: Intermittent Slowness', 'Retrieve Your Username (Login Name) and Password', 'Chrome: Pop-Up Blockers', 'Pop-Up Blockers', 'Registration Help for Students Without an Access Code', and 'LearningStudio: Invalid Login'.