

Accelerating Learning with Strategy CoPilot®



Strategy CoPilot® is Imparta's world class software for building and reinforcing skills in Strategy development. The strategy thinking behind Strategy CoPilot® has been developed in collaboration with experts from London Business School

and INSEAD, backed by a consortium of FTSE 100 companies.

Strategy CoPilot® provides accelerated experience of applying the key strategy tools while in a realistic and engaging business setting.

Strategy CoPilot® is ideal for self-study and can be successfully introduced into facilitated workshops which combine simulation experience with reflection on the real business issues faced by participants.

Strategy Tutorial

Imparta's tutorials combine genuine business insight with a gift for the right analogy. The cartoon approach and humour ensure high recall rates and clarity without being patronising and has been very well received by a variety of users.

Over 50 animated tutorials are supported by more than 130 detail pages and mini case studies.

Over 30 interactive exercises consolidate key concepts before users tackle the holistic simulation.

The tutorials can be accessed separately for pre-work as well as for reference during and after the workshops.

They can also be accessed after the course for ongoing reinforcement as part of Imparta's separate i-Coach® service.



Realistic Business Setting

Working in a richly-simulated company environment, users begin by defining their objectives and identifying the biggest issues and opportunities facing the business.

In subsequent phases of the simulation they refine the value delivered to customers, seek positions where that value can be captured, and push back against the competitive forces

acting on the company. Users also explore different ways of building competitive advantage, taking into account the dynamic nature of most strategic resources and exploring creative ways of building capability.

Finally, users select a strategy and plan a series of consolidated moves that will maximise their chances of "getting from here to there".



All screenshots taken from Imparta's Strategy software

Artificially Intelligent Coaching

The sophisticated coaching built in to Strategy CoPilot™ adapts itself to users' skill levels, keeping them in their learning 'sweet spot'.

The amount and type of coaching automatically changes according to how well each user performs.

User-specific learning points are recorded during the simulation and made

available to users at any stage.

The coach also helps users to reflect on what they have learned, and to focus on solving specific problems rather than following a generic 'recipe'.

Ultimately it helps users to think for themselves.



Tailored Feedback

Because the software knows exactly what each user has done, what order they did it in and how long they took, it's possible to give tailored feedback on a range of issues from quality of analysis, synthesis and

presentation, to how well they prioritised their efforts and whether they 'messed up the politics'.

This feedback forms the basis of a personal development plan that helps users to identify

and address their remaining skill gaps.

Strategy CoPilot® keeps track of the learning points that each user has come across during the programme, and presents these at the

end as a personalised reference guide of pitfalls to avoid in real life.

Application Exercises

Strategy CoPilot® also includes a set of templates and frameworks to help users apply the new skills directly to real situations, in the workshop and at the workplace.

The workshop facilitator assists the participants to maximise learning by integrating the theory, their practice in the simulation, and user-specific application exercises.



To discuss your requirements, please contact:

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"This takes computer based training to an entirely new level. It is the best that I have seen by a distance."
(Strategy Consultant)

"This is by far the best interactive strategy software I have seen. It is strongly linked to real life situations and definitely makes strategy easy to grasp conceptually."
(MBA student)