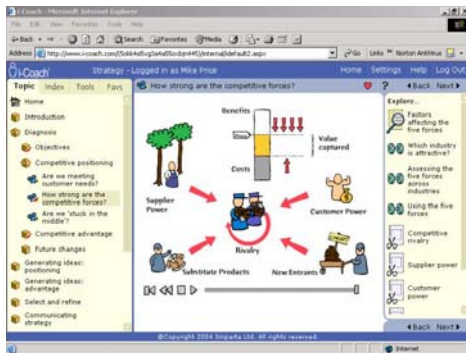


i-Coach™: Making learning engaging and relevant

“Where can I find engaging and relevant web-based tutorials for time-starved senior executives?”

You've found it!

i-Coach is an on-line learning resource that comprises animated tutorials, examples and interactive exercises. It is designed so that the user can choose what material to look at and in what order. The system records the learner's progress and indicates what has already been viewed. It can be used to support learning programmes, individual self-study, and on-line diagnostic tests.



Animated tutorials cover the main learning points

Broad range of applications

i-Coach was designed to be a capable standalone self study tool that would provide 'just-in-time' learning to support users in their jobs.

This design approach means that i-Coach can be deployed in a variety of ways:

- To deliver 'pre-work' in advance of instructor-led workshops or action learning projects, saving valuable classroom time
- To provide post-workshop reinforcement of learning and support during business critical projects
- To extend learning opportunities deep into the organisation, reaching learners that would otherwise not benefit from classroom teaching or project work

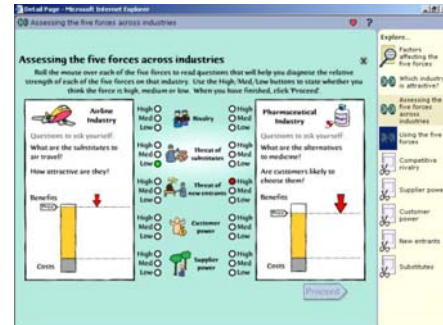
Depending on the configuration chosen, the structure and content of i-Coach is entirely consistent with either of the sister products Strategy CoPilot™ or Marketing CoPilot™ whose simulations are used in many instructor-led workshop settings.

Top quality, practical and relevant

There is a range of content already available including business strategy, marketing, finance and sales. Theoretical content has been 'cherry picked' from leading thinkers by experienced practitioners to provide learning that is practical and relevant.



Examples of specific concepts are provided



Interactive exercises test users' understanding

Tailored to learning programmes

Typically when i-Coach is integrated with wider learning programmes we:

- Tailor the welcome page and instructions specifically to the programme
- Select theoretical content that is relevant to the programme learning objectives
- Provide access to tutorials in step with the programme, e.g. identifying specific pre-work
- Offer a choice of user password options

This helps to personalise the learning experience and makes it more relevant to delegates' needs.

Providing practical frameworks for thinking about strategy

i-Coach is divided into six major sections, which follow the key steps involved in making strategic decisions.

The following example is for Strategy i-Coach™:



1. **Introduction.** An overview of the key concepts behind business-unit strategy and techniques for tackling complex issues.



2. **Diagnosis.** Understanding the objectives of the company, the attractiveness of the current competitive position and any sources of competitive advantage, plus how the situation might change in the future.



3. **Generating Ideas: Positioning.** Using 'structured creativity' to identify new competitive positions, assess the attractiveness of new positions, and shortlist positions for further investigation.



4. **Generating Ideas: Advantages.** Building sources of competitive advantage, including internal performance improvement, resource dynamics, alliances and pushing back against the competitive forces.



5. **Selecting and Refining the Strategy.** Selecting the strategy, understanding the financial implications, planning implementation steps, predicting external reactions, and understanding and addressing barriers to implementation.



6. **Communicating Strategy.** Syndicating ideas prior to a meeting, and structuring a strategy presentation to maximise impact and minimise risk.

Supported by the best

Better Strategy Limited was formerly the Executive Education group of Imparta Ltd and, as such, pioneered the incorporation of i-Coach and its sister CoPilot simulations in Executive Education programmes.

i-Coach remains a trademark of Imparta Ltd and continues to be hosted and maintained by Imparta Ltd.

Better Strategy Limited is now able to advise you on the most appropriate solution to meet your needs and to integrate it with wider learning and communication programmes. We draw on our experience since 2000 delivering executive education to major blue-chip companies and professional service firms.

Customised to meet your needs

For clients making a significant commitment to i-Coach, customisation in a variety of areas is possible including:

- Adding new tutorials, examples from your industry and company specific templates
- Integrating the service with your Intranet
- Client hosted solutions where security restrictions demand it
- Customised interface and branding
- Different language versions
- Silent versions for soundless PCs
- Incorporating diagnostic tests for learners
- User tracking for course administrators
- "Plug-in" task-support tools for MS Office applications

We would be happy to discuss how i-Coach can be customised to meet your specific needs.



Getting started is easy

If you would like to find out more about the range of i-Coach services, please visit www.i-coach.com for an online demonstration. This will also enable you to test whether your computer is of an appropriate specification to access the service.

To explore how we can help you, please contact:

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