

# Professional services firm recruits Regis to create a business development simulation.



## Metrics

- ✔ The program received an average score of 4.4 out of 5 possible points in the simulation's participant feedback survey.
- ✔ Qualitative responses indicated that all learning objectives were met, as were larger goals of increasing collaboration and engaging different perspectives.
- ✔ Participants and senior leaders provided overwhelmingly positive feedback, including many who cited it as one of the best learning experiences they had ever participated in.
- ✔ The learning experience fulfilled the business development (BD) learning needs of the client company's elite program for high-potential senior managers and directors.
- ✔ The program was identified for systematic implementation throughout the organization.

## Background

As a leading global professional services firm, the organization serves its clients through extensive and often multiservice solutions across advisory, tax, audit and assurance, and digital services. Its professionals have in-depth industry expertise in healthcare, government contracting, manufacturing, retail, real estate, and many other fields. The organization's unique industry-first approach allows it to adequately serve diverse client needs and help companies thrive in their desired markets.

The company's core purpose is helping people thrive, and it delivers on that purpose with clients by closely partnering with them and bringing together the right combination of experienced professionals and resources to support their goals. For its staff, the organization provides high-quality training experiences, a strong culture, and other company benefits.

## The Challenge

# High-Stakes Business Development Requires Skills Practice to Master

Although the client company employs a learning curriculum that addresses the conceptual, proprietary, and technical aspects of business development (BD), the reality is that BD learning and growth require real-world situations. Learners in this space need the freedom to experiment, understand outcomes firsthand, and course-correct by recognizing applicable cause-and-effect relationships. A pressurized, one-size-fits-all environment is not conducive to the practice (and failure) needed to master these skills.

The client desired a learning experience that allowed users to make mistakes without the real-life consequences of failure. Through simulations of actual circumstances, participants could experience and work through BD challenges. This awareness would become the foundation for building the self-efficacy, trust, and credibility required to successfully deal with uncertainty in the field and develop trusted client relationships.





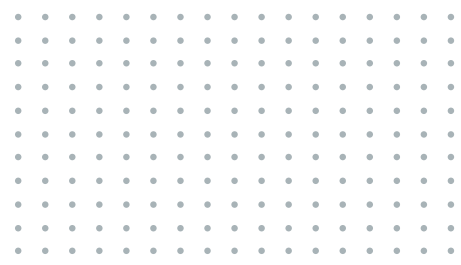
Conventional approaches (e.g., instructional videos or presentations) were of limited use, providing only a conceptual foundation and not practice. Role-play learning, while effective, was viewed as cost-prohibitive and too complex to execute.

Additionally, because clients increasingly require multiservice solutions, the host company wanted the learning experience to promote the collaborative decision-making critical to BD success. They also needed a learning format that could be delivered effectively both virtually and in person.

Lastly, our client wanted to pilot this learning experience as part of its consulting skills development program for equipping high-performing senior managers with the competence to take the organization to the next level. The simulations would instill classically hard-to-teach business development skills such as public speaking, dynamic interpersonal communication, and intellectual curiosity.

To meet the deadline this objective required, The Regis Company would need to manage the project under an extremely compressed timeline. To accommodate this, maximum speed-to-performance was the utmost priority, as is the case with many business leaders looking to modernize their organization through BD. Managers need to be brought up to speed as quickly as possible, whether they've been with the company for ten years or just started last week.

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## The Solution

# Immersive Learning Experiences Promote Critical Thinking, Engagement, and Collaboration

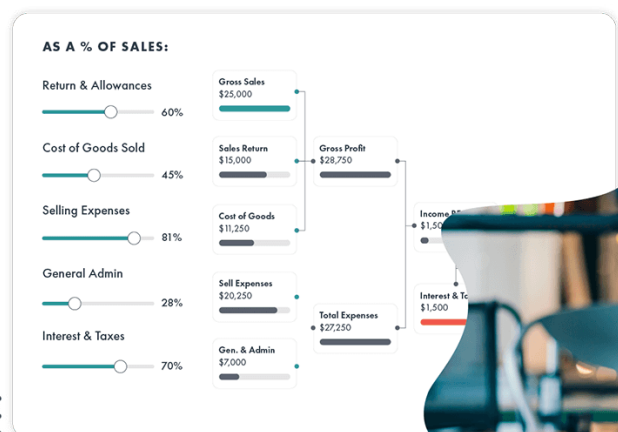
A partnership with The Regis Company enabled the company to develop a simulation-based learning experience. With its human-centered design approach, The Regis Company conducted a discovery process with BD professionals across the organization to identify the challenges, objectives, and relevant scenarios for the simulation.

By leveraging the latest tools (ReX and Studio) to enable speedy development, The Regis Company defined and created an effective learning solution for the client. Facilitated by agile work processes, the Regis team carried out a customized development process that included consultation and feedback from major stakeholders to ensure relevance and support.

The Regis Company created real-life BD scenarios so learners could practice communicating effectively, navigating uncertainty, and building relationships—just as they would in their actual jobs. Simulation training afforded realistic and relevant BD experiences and insights, but with a safety net.

To achieve its learning goals, the client implemented a three-round behavioral, conversation-centric simulation. The Regis Company crafted experiences essential to both individual and company growth by educating learners on *how* to think, not *what* to think. This “learn by doing” approach helps learners better retain information by applying it to situations that are likely to occur.

Learners participated in small teams, as they would in real-life BD proposals. Instead of providing responses to “win,” the simulation encouraged teams to share their perspectives and decisions, deepening not only their learning but also the sense of collaboration and team cohesion. The learning experience ended with an activity in which teams delivered a short presentation and were given feedback. This further supported the ability to communicate and navigate uncertainty in BD interactions.





## The Results

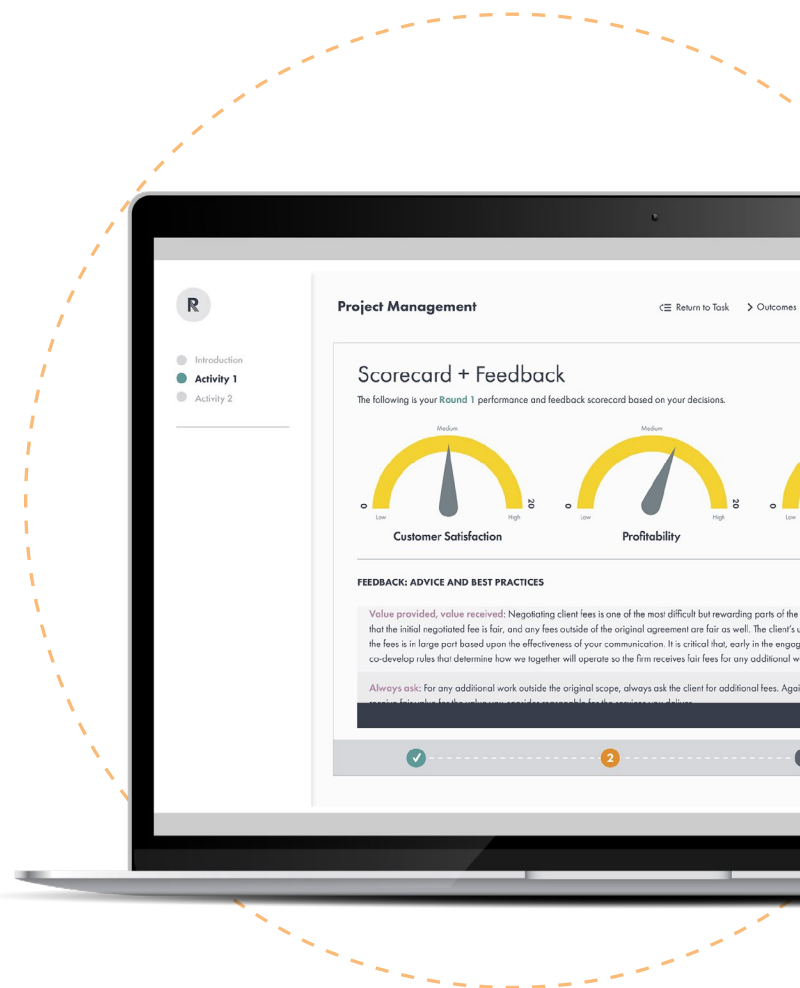
# Company Professionals Develop Self-Efficacy, Practical Skills, and Collaboration

Based on participant and senior stakeholder attendee feedback, the finalized go-to-market simulation program provided learners with the skills and knowledge necessary to:

- Communicate effectively in the moment.
- Demonstrate and refine their executive presence.
- Ensure full understanding of concepts by asking powerful questions.
- Create clarity in determining forward action.
- Listen actively and remain engaged with others.
- Cultivate strong relationships by finding meaningful connections.
- Navigate ambiguity with confidence.
- Build trust and credibility by working collaboratively.

Participant and stakeholder survey results revealed widespread satisfaction with every aspect of the simulation. Participant feedback ratings ranged from a 4.1 to a 4.9 (out of 5) across six dimensions of the learning experience: level of engagement, ease of navigation, facilitator performance, debrief relevance, pace of delivery, and balance of tension and insight.

When asked to share one word to describe their experience with the simulation, participants had overwhelmingly positive responses, including: foundational, gratifying, empowering, fun, illuminating, and insightful.



By providing learners with the resources necessary to understand, practice, and reflect on the material, the program promoted both retention and collaboration amongst teams.

These qualitative responses indicated that the content was relevant and relatable, and learners found the team collaboration and interactive format especially appealing. Importantly, participants appreciated how the small-team discussions highlighted the value of considering others' perspectives when making decisions.

Getting real-time feedback and having a large group discussion at the end of each round enabled opportunities to further integrate BD skills. Overall, the majority of the qualitative feedback indicated the simulation experience was highly interactive and engaging, and senior stakeholders all reported that they wanted more of their teams to participate in this powerful learning experience.

*"I liked the format a lot—it was engaging and encouraged people to think, listen, and learn from each other, [and] to hear different viewpoints, which is helpful."*

Senior Stakeholder

*"This was one of the best training experiences I've seen in my entire career."*

Senior Stakeholder

In simple terms, participants were able to develop invaluable BD skills and confidence that they will be able to handle the complexity and uncertainty inherent in business development. They did so in a low-stakes, engaging, and collaborative environment, strengthening relationships and setting them up for future success.



## The Future

# The Lasting Value of Cultivating Strong Relationships

Thanks to the leadership, collaboration, creativity, and engagement of The Regis Company, our client was able to set its professionals up for future success. By instilling in them the knowledge necessary to navigate relevant real-world scenarios, simulation-based learning offered a safe and effective environment in which trial and error was not just possible but incentivized.

This zero-risk, high-reward approach allowed learners to apply their newfound skills with support and feedback—and without the fear of failure. Perhaps most importantly, they learned the value of engaging different perspectives. This method was effective in building their professional confidence and strengthening the internal relationships necessary for the organization to thrive.

The success of this project is rooted in patience, expertise, optimism, and determination on both sides. The enthusiasm of the company's senior leaders, combined with The Regis Company's strategic oversight and diligence, produced an ideal environment that allowed learners to grow with the company. The simulation was designed to reliably replicate results by adapting experiential learning processes to new developments within the company's industry.

The go-to-market simulation proved a significant accomplishment both internally and externally. The client's choice to partner with The Regis Company resulted in an engaging, large-scale learning program that can be used well into the future.

Are you looking for a more engaging and constructive way to skill-build with your team?

Experience the endless benefits of developing a simulation-based learning program by scheduling a demo with us today.

**SCHEDULE A CALL**

 **THE REGIS COMPANY**