Design of Custom Business Simulations

What are business simulations?

Business simulations can range from the use of high fidelity role plays in assessment centres to low fidelity situational judgement tests.

What advantages do custom business simulations give to my organisation?

The situations and content is specifically designed to be representative of those faced by people who work in your organization. Business simulations provide a fair, acceptable and effective means of assessing how well people understand, can deal with, and can learn from the situations they face at work.

How can taranis-PHI help?

taranis-PHI has developed a new form of assessment based on over five years of research and development. This uses an evaluation of how people accurately comprehend, make effective predictions and learn lessons about situations at work. The degree of realism used can vary from face-to-face scenarios to the use of short online questionnaires depending on the tradeoff between participant immersion and assessment cost that is required.

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Assess and develop your people using realistic work situations

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How much immersion is needed for effective assessment?

- Role plays in assessment centres provide full immersion but at greater cost and place higher demands on effective measurement— relying solely on raters for behavioural measurement may not adequately capture how people are performing;

- e-assessment approaches based on simulations using e-mail and social media are fast becoming a popular alternative to full assessment centres, these can more easily include sophisticated assessment methods, and can be used at lower cost to filter candidates or prepare employees for later face-to-face assessments;

- Situational judgement tests represent the simplest type of business simulations. The content can vary from video of real people interacting in situations, to the use of avatars or animations, to text-based descriptions of situations. Each form has advantages depending on assessment needs.

The key to effective measurement at any of these levels of immersion is the methodology that taranis-PHI applies.

Methodology for developing business simulations for assessment

taranis-PHI helps you through the process of confronting the following essential elements in constructing a talent assessment strategy:

- Identification of target user roles, key competencies and business situations;

- Development of the measurement script making use of different dimensions along which situations vary to assess situation comprehension, situation judgement and recall of lessons learnt;

- Business situations are then written as full scripts including the scenario, character dialogues, participant character roles and briefings and visual scenes (where animation or video is required);

- Production will depend on the platform required by the client, this can be within the client's website or developed on a taranis-PHI partner online assessment platform;

- Assessments can proceed with drop-in or invited modes of operation.

Integration of results

taranis-PHI processes the results of assessment and delivers these as part of your talent metrics:

- **Online decisions** based on assessment results can be integrated directly to your online recruitment or learning management system;

- **Reports and feedback** designed around your needs are delivered by e-mail.

taranis-PHI provides these consulting and service options to business organizations:

- **Talent assessment strategy**

- **Online Psychometric Assessment**

- **Design of custom business simulations**

- **Focus on performance improvement**

- **Audit of assessment processes and systems**

- **Design & Evaluate the HR Tech User Experience (UX)**

- **Talent solution procurement & programme management for HR**

taranis-PHI provides consulting services and solutions to improve business performance. Our people are professionally trained, very experienced and fully accredited by the British Psychological Society (BPS), the UK Health & Care Professions Council (HCPC) and the European Federation of Psychologists Associations (EFPA) .

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