



# Experiential Learning: OneDay Strategy Simulation



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# Workshop Facilitators



**Alimaa Jamiyansuren**  
**Director of Asia Pacific Operations**



**Thothathri Raman**  
**SEAA Trust**

# How to Participate

## Answer

- Answer poll questions

## Ask

- Ask a question in the question pane

## Contact

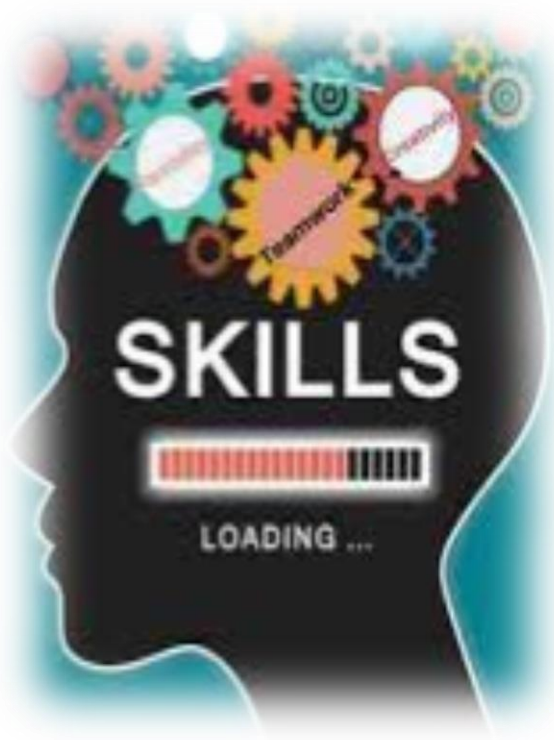
- Contact me with a question



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# Presentation Outline



## **I. Experiential Learning:**

### **Background**

## **II. OneDay Strategy Simulation:**

### **Overview**

## **III. OneDay Simulation:**

### **Episode-by-Episode Learning**



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# INERTIA

It has brakes...the massive hunk of stone does



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“Give the pupils something to do, not something to learn; and the doing is of such a nature as to demand thinking; learning naturally results.”

“We do not learn from experience... we learn from reflecting on experience.”

— John Dewey



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# What is Experiential Learning?

Experiential learning is an active process in which a learner develops information, values, and skills through active application of theory or through experience.

Learn by doing.

# A History Lesson

Confucius around 450 BC:

“Tell me and I will forget, show me and I may remember; involve me and I will understand.”





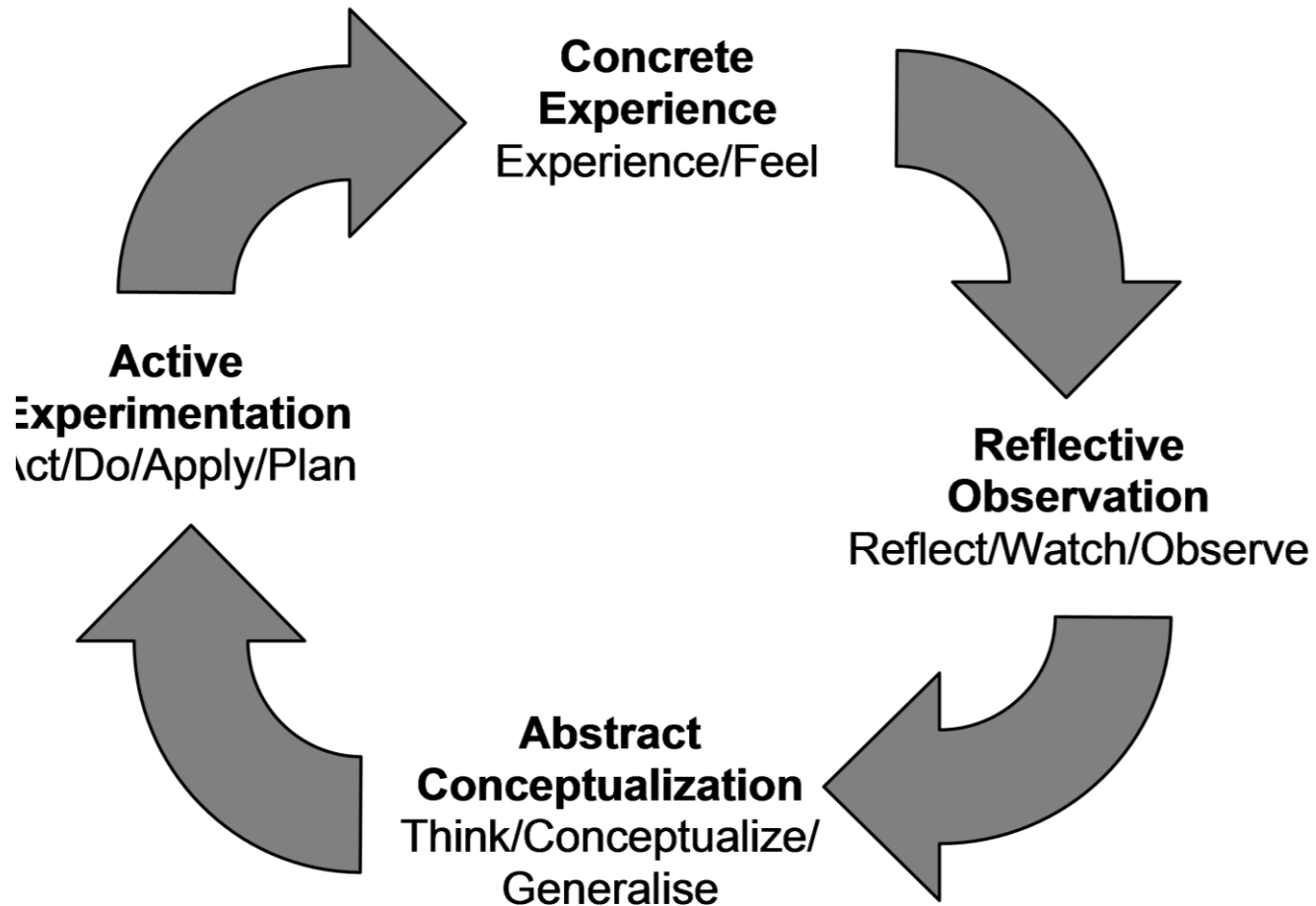


Figure 1. Model of Kolb's (1984) Experiential Learning

# Experiential Learning Theory

Chan, CKY (2015).  
"Experiential Community  
Service Learning Projects",  
Engineering Education  
Enhancement and Research  
Asia (E3R Asia).



# Experiential Learning in Practice

*“No one is born a great cook; one learns by doing.”*

- Julia Child



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# Experiential Learning Cycle



## Poll Question 1:

**Which of the following skills are better developed by experiential learning?**

- ☐ Critical thinking
- ☐ Problem solving
- ☐ Interpersonal communication
- ☐ Teamwork
- ☐ Creativity
- ☐ Adaptability



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# Benefits of Experiential Learning



- Increases knowledge
- Develops skills
- Clarifies values
- Develops learners' capacity to contribute to their communities

- Association for Experiential Education  
<http://www.aee.org/>



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## Poll Question 2:

**Does your institution provide opportunities for experiential learning to your learners?**

\_\_\_ Yes. We have developed a program centered on the Experiential Learning philosophy.

\_\_\_ Sometimes. We do what we can, but still often use traditional methods of delivering education.

\_\_\_ No. Our institution prefers a didactic approach to education.



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# Lecture remains the most used method of instruction

Teaching methods	Faculty percent
Lecture	91%
Student Presentations	83%
Collaborative Learning	85%
Problem-based Learning	78%
Project-based Learning	78%
Service Learning	34%
Place-based Learning	27%
Other-please explain	18%

Wurdinger, Scott & Allison, Pete. (2017). Faculty Perceptions and Use of Experiential Learning In Higher Education. Journal of E-Learning and Knowledge Society. 13. 27-38. 10.20368/1971-8829/1309.



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## Poll Question 3:

### Why haven't you fully embraced experiential learning?

- ☐ Time constraints
- ☐ Tenure-and-promotion guidelines
- ☐ Fixed seats within classrooms
- ☐ Students who were unprepared for class
- ☐ Students who resist active learning
- ☐ Culture



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# Examples of Experiential Learning

- Apprenticeships
- Clinical Experiences
- Fellowships
- Field Work
- Internships
- Practicums
- Service Learning
- Simulations/Gaming/Ro
- e-Playing
- Student Teaching
- Study Abroad
- Case-Studies
- Undergraduate Research
- Volunteering



A close-up photograph of a hand moving a white chess king piece on a chessboard. The background is blurred, showing other chess pieces and a person's arm. The image has a blue and red color overlay.

# OneDay: Strategy Simulation



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# Simulation Overview



- + **OneDay is a multi-episode Interactive Learning Experience (ILX) that teaches learners about the concept of forming a business strategy.**
- + **It follows Emma, a young employee of North South Airlines, as she navigates through the game, gathering information from various characters and other sources.**



# The Goal



**The goal of OneDay is for learners to choose a strategy for an airline, prioritize supporting actions, add supporting statements, and build an argument to present to the CEO. Players build the information they need in Episodes 1-5, then organize that information in Episode 6.**



# Supports key workplace competencies

## Competencies supported:

- + Critical Thinking and Problem Solving
- + Digital Technology
- + Professionalism/Work Ethic

## How competencies are supported:

- + Forcing students to gather and interpret relevant information to solve strategic problems
- + Using a simulated, digital world to gauge students' ability to adapt to evolving tasks and priorities
- + Reinforcing workload management and learning from mistakes that hinder productivity

# Episode Play

**Strategy Prioritization**

Now, based on what you said you learned, please select the 5 best strategies you think NSA could pursue. When finished, please confirm to continue.

⌚ 55:39 Until you arrive at NSA Headquarters

Learnings	Acquired			Prioritized
Cutting costs can help you survive a rough time.	<i>Become the Preferred Airline of Large Corporations and Their Top Fliers</i>	<i>Become THE Hollywood Airline</i>	<i>Catch up with Cushy by Connecting to Companies</i>	<i>Focus on Families</i>
It's easy to sign up for the credit card that lets the whole family into the NSA lounge.	<i>Catch up to Zephyr</i>	<i>Communicate through Social Media more effectively</i>	<i>Study the Competition</i>	<i>Focus on Middle Managers</i>
Families are the fastest growing customer segment.	<i>Find Other Revenue Sources</i>	<i>Build Stronger One-to-One Customer Relationships</i>	<i>Improve NSA's Operations and Network</i>	<i>#3 Strategy Selection</i>
Families are price sensitive, and NSA has been trying to target them via web deals.	<i>Seek Out Candidates for a Merger/Acquisition</i>	<i>Expand International Service</i>	<i>Improve Financial Performance</i>	<i>#4 Strategy Selection</i>
Families would fly more often if they could have their needs met.	<i>Achieve Competitive Advantage through Human Resources</i>			<i>#5 Strategy Selection</i>
No airline has targeted non-executive business travelers in a meaningful way.				
NSA appears to serve families really well.				
Cushy is spending a lot to implement its strategy.				
A fast follower strategy is usually better than a first mover strategy.				
When a company does not understand its competitive advantage well enough, a kind of strategic numbness can set in.				

OneDay provides the ultimate experiential learning experience by forcing learners to experiment and improve through multiple plays for each episode.

## Learners will:

- + Be quizzed in various forms about concepts related to strategy
- + Read in-course readings
- + Be asked to prioritize what they have learned
- + Make decisions about what strategy to implement based on what they learn
- + Deliver a presentation to the CEO of North South Airlines

# Features

- + **There is no one right answer. Learners cannot “game the game” to find the one right answer. There are many possible right answers.**
- + **The simulation teaches technical skills including business finance, strategy, and operations management. Also teaches soft skills such as communications, time management, emotional intelligence, decision-making, critical thinking, and leadership.**
- + **It is designed for one player and does not require a team approach. Users can collaborate, but the design is for single player use. This approach is important in an asynchronous learning environment.**

# Outcomes of OneDay

- + Choose a strategy for the airline
- + Complete several supporting actions
- + Add additional supporting statements
- + Use a variety of other types of information to build an argument to present to the CEO

# Learning Outcomes

**At the conclusion of the simulation, learners will be able to:**

1. Evaluate business requirements and develop appropriate strategies for those requirements.
2. Analyze the business operational environment.
3. Engage stakeholders and discern inputs.
4. Demonstrate business leadership and problem-solving skills.
5. Apply qualitative and quantitative research techniques.
6. Assess the marketplace and global operating environment.



# Curriculum Integration of OneDay

- + Undergraduate capstone, or as the instructional content for experiential learning in business integration or related courses
- + Graduate leveling, or as the instructional content for experiential learning in business integration or related courses

# Accreditation Nexus

- + Embedded Assessment: quizzes and evaluations
- + Number of Assessed Areas: 66
- + Alignment of Assessed Areas to Learning Outcomes
- + Supplement with Peregrine's programmatic assessment exams for
  - + Technical knowledge competencies
  - + Soft skills and professional competencies

## Poll Question 4:

**What features of OneDay might be of importance to you?**

- ☐ Experiential learning aspect
- ☐ Developing strategy related technical skills
- ☐ Developing soft skills: critical thinking, communications, etc.
- ☐ Assessment aspect
- ☐ Accreditation nexus



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# OneDay Simulation: Episode-by-Episode Learning

The OneDay Simulation is organized into six interactive learning episodes.

# Episode 1: Assignment & External Context



- + The basics of strategic thinking
- + How to Develop a Business Growth Strategy
- + Digital Reinvention and Strategy
- + The Roots of Organic Growth
- + The Five Stages of the Strategic Management Process
- + How to evaluate Business Strategy
- + Different Hierarchical Levels of Strategy
- + The Five Forces of Strategy
- + Cost-based strategies vs. Differentiation-based strategies

# Learning Objectives

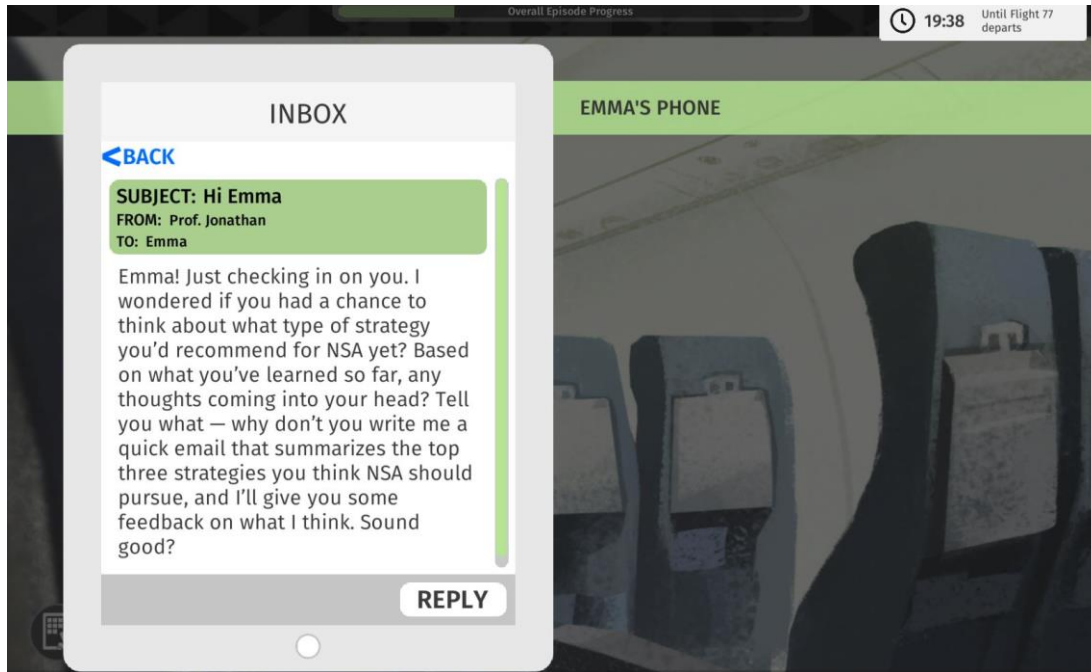
- + **What is the Problem?**
- + **What is the Context?**
- + **Who are our Customers and Competitors? (Qualitative)**
- + **What is the Basic Strategic Process I should follow?**



**In addition, players will also learn about (and are measured on learning about) these real-world business skills:**

- + How to analyze qualitative and quantitative information**
- + How to identify the most pressing problem facing the firm**
- + How to identify all possible sources of information available**
- + How to be direct in asking pointed questions to understand critical information**
- + How to have discussions that lead to a positive experience and result in making new contacts**

# Episode 2: Operational Opportunities & Constraint



- + First Mover advantage
- + Fast Follower strategies
- + Blue Ocean strategies
- + Resources vs. Capabilities
- + Low Cost vs. Differentiation
- + Mission/Vision
- + Five Forces
- + Why Strategy is Everyone's Job
- + The Six Types of Successful Acquisitions
- + How to properly test your strategy
- + The economic essentials of digital strategy



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# Learning Objectives

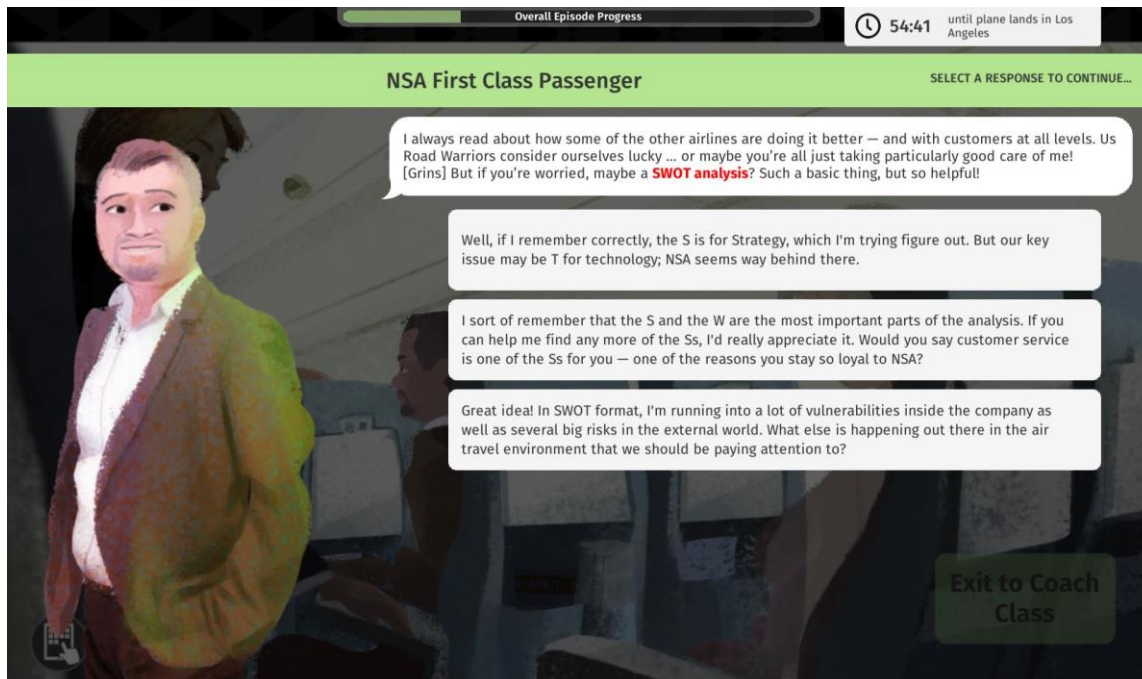
Players are asked to think about the following in a broad way:

- + What is happening internally in the firm?
- + What is the operational view?
- + What are my strategic options?
- + What are my strategic constraints?

**In addition, players also learn about (and are measured on learning about) these real-world business skills:**

- + How to analyze qualitative and quantitative information**
- + How to identify all possible sources of information available**
- + How to have discussions that lead to a positive experience and result in making new contacts**
- + How to investigate and learn new information**
- + How to evaluate reports quickly in order to draw the right conclusions**

# Episode 3: Strategic Options & Quantitative Support



- + SWOT
- + International expansion
- + Competitive Advantage
- + Long Term Performance
- + Diversification
- + Why Dominating Your Category Can Be a Flawed Strategy
- + Digital Strategy Across Industries
- + How to Build Trust While Cutting Costs
- + Principles of Strategy Through Execution
- + Balancing Profitability and Performance

# Learning Objectives

Players are asked to think about the following in a broad way:

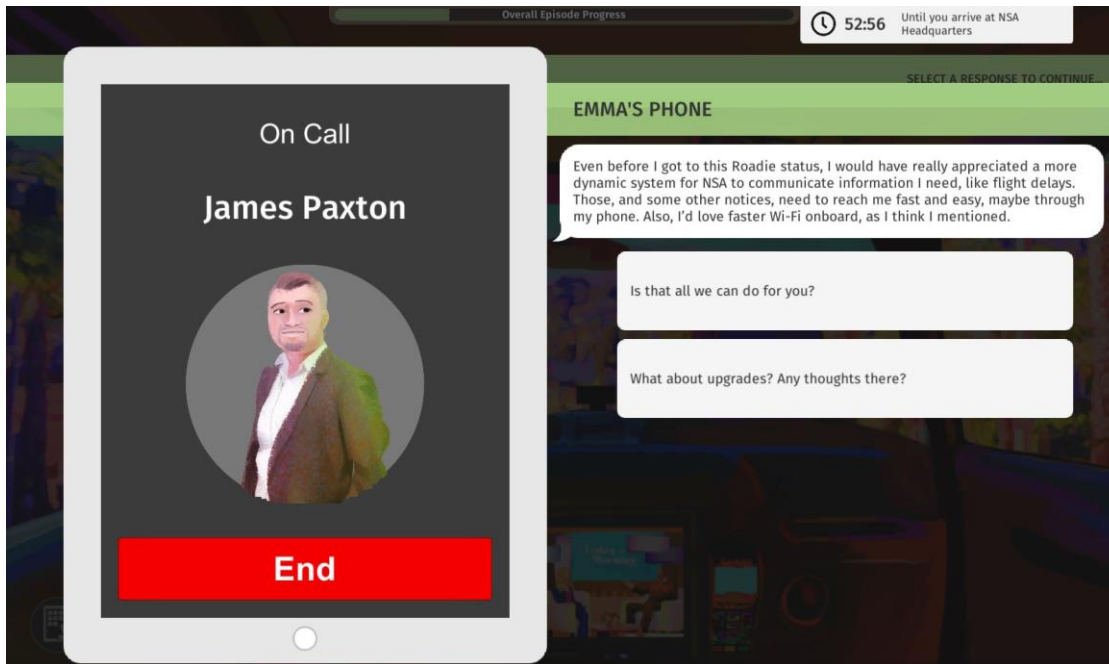
- + How can I expand my strategic options?
- + What are the various concepts I need to know?
- + What quantitative data is available to help me?
- + How can I prioritize what I have learned?
- + How can I form an initial strategic hypothesis?



**In addition, players also learn (and are measured on learning about) these real-world business skills:**

- + How to fit available strategies with what you've learned**
- + How to analyze qualitative and quantitative information**
- + How to identify all possible sources of information available**
- + How to have discussions that lead to a positive experience and result in making new contacts**
- + How to investigate and learn new information**
- + How to evaluate reports quickly in order to draw the right conclusions**

# Episode 4: Hypothesis Testing & Follow Up



- + International expansion
- + Managing Stakeholders
- + Triple Bottom Line
- + Business vs. Corporate Strategy
- + Business Level Strategy Risks
- + Tangible vs. Intangible Resources
- + Resources and Capabilities
- + Outsourcing
- + Competitive Response
- + Diversification
- + Acquisitions

# Learning Objectives

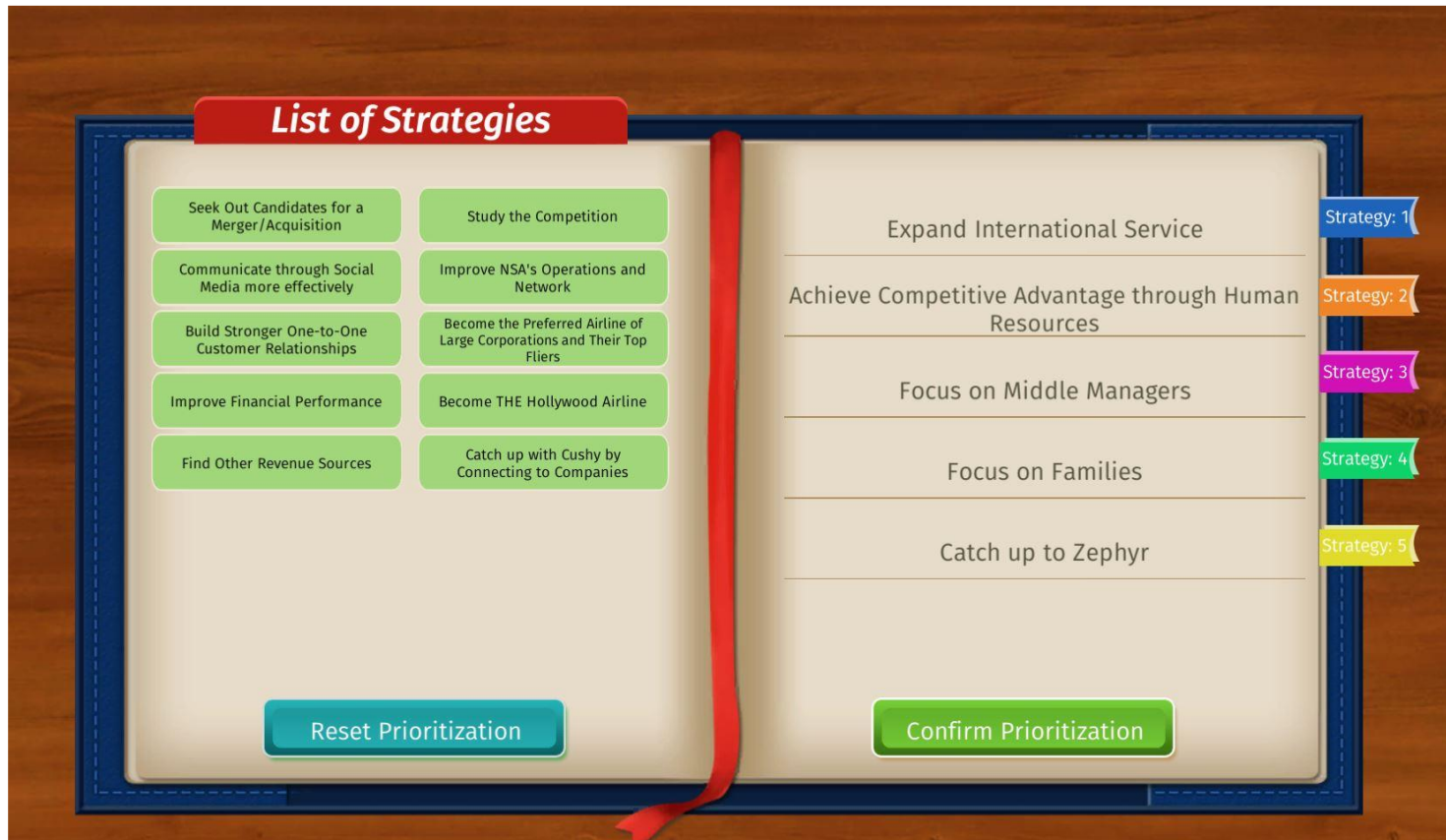
Players are asked to think about the following in a broad way:

- + How can I test my hypothesis?
- + How can I ask appropriate follow up questions?
- + How can I assess the feasibility of strategic directions?
- + How can I demonstrate strategic understanding?

**In addition, players also learn about (and are measured on learning about) these real-world business skills:**

- + How to fit available strategies to appropriate actions**
- + How to fit available strategies with what you've learned**
- + How to analyze qualitative and quantitative information**
- + How to identify all possible sources of information available**
- + How to have discussions that lead to a positive experience and result in making new contacts**
- + How to investigate and learn new information**
- + How to evaluate reports quickly in order to draw the right conclusions**

# Episode 5: Feasibility & Implementation



This episode takes place entirely within NSA Headquarters.

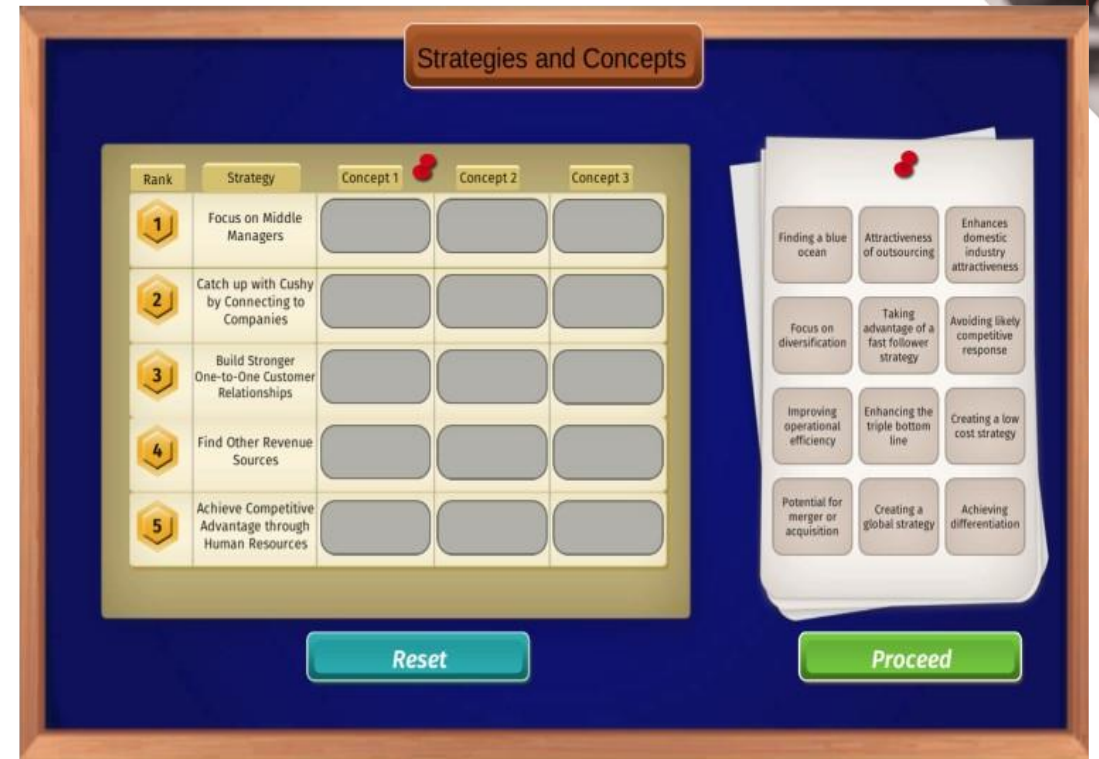
+ In this episode, players learn about and are measured on their ability to understand all concepts previously introduced in the course.



# Learning Objectives

Players are asked to think about the following in a broad way:

- + How can I connect concepts to strategies?
- + How can I further test my hypothesis?
- + How can I get more concrete about the “how’s” of enacting strategy?
- + How can I gather and assess potential actions?





**In addition, players also learn about (and are measured on learning about) these real-world business skills:**

- + How to fit strategic concepts to potential strategies**
- + How to fit available strategies to appropriate actions**
- + How to fit available strategies with what you've learned**
- + How to analyze qualitative and quantitative information**
- + How to identify all possible sources of information available**
- + How to have discussions that lead to a positive experience and result in making new contacts**
- + How to investigate and learn new information**
- + How to evaluate reports quickly in order to draw the right conclusions**

# Episode 6: Communicating Strategy

Chosen Main Strategy:  
Focus on Middle Managers

Choose a number of statements related to your strategy by sorting them into "problems" or "learnings".  
(Only choose the ones you find most useful to your argument.)  
You may select up to 10 problems and up to 20 important learnings.

All Collected Learnings <input type="text" value="Filter by Text..."/>	Problems (Internal Weaknesses) to Be Solved	Important Learnings
customer segment.		
Family air travel may grow in the future due to demographic changes.	NSA is not impressing people with its customer service.	Pursuing young professionals could give NSA a long-term loyal customer base.
Families are price sensitive, and NSA has been trying to target them via web deals.	NSA's lounge experience has deteriorated and people are going on social media to complain about it.	Average business travelers often appreciate perks more than executives.
Families would fly more often if they could have their needs met.	Middle managers don't see NSA's lounge as a perk anymore.	Business travelers want to be productive whenever they are in an airline lounge.
No airline has targeted non-executive business travelers in a meaningful way.	4#	Business travelers want to feel productive while flying.
	5#	5#
	6#	

This episode takes place entirely within the library at NSA Headquarters.

+ In this episode, players will learn and be measured on their ability to apply all concepts previously introduced in the course.



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# Learning Objectives

Players are asked to think about the following in a broad way:

- + How can I make my final strategic choice?
- + How can I build a supporting argument for my choice?
- + How can I assess the needs of my audience?
- + How can I communicate my action plan?
- + How can I develop a contingency plan?
- + How can I respond productively to feedback?

**In addition, players also learn about (and are measured on learning about) these real-world business skills:**

- + How to fit strategic concepts to potential strategies**
- + How to fit available strategies to appropriate actions**
- + How to fit available strategies with what you've learned**
- + How to analyze qualitative and quantitative information**
- + How to prioritize important information**
- + How to ask productive questions**
- + How to identify strategic problems and weaknesses**
- + How to build compelling opening and closing arguments**

# Scores for Each Episode

Here is your score for the entire game.

Total Score		Scoring Category	GRADE
Overall	72.4%	Strategy Selection	85%
		Final Statement Selection	93.3%
		Strategy - Action Fit	100%
		Concept Quiz Performance	103.8%
Episode 1	82.4%	Question Quality (Episodes 4 and 5)	70.5%
		Quiz Dialogues from Taxi Driver & TV Show	81.2%
Episode 2	73.7%	Strategy/Executive Selection Quality	28.3%
		Directness Rate	75%
Episode 3	64.5%	Learning Selection Rate - Characters	66.2%
		Learning Selection Rate - External Articles	77.6%
		Learning Selection Rate - In-game Articles	92.3%
Episode 4	73.6%	Learning Selection Rate - Reports	83%
		Advanced Report Learnings	41.7%
Episode 5	60.4%	Business Cards Received	29.4%
		Collectable Rate	98.6%
Episode 6	80%	Interaction Rate - Articles	100%
		Interaction Rate - Characters	100%

Proceed >



# Episode 7: Epilogue





# Final Poll Question:

How can we assist you? What do you need from us?

- \_\_\_ Access to OneDay
- \_\_\_ A call to discuss implementation of OneDay
- \_\_\_ A call to discuss assessment plans
- \_\_\_ An email with more information about solutions



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# Thank you!

Contact me at Email:

**Jamiyansuren@PeregrineGlobal.com**



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