

Revolutionizing Corporate Learning: The Power of Simulation-Based Training

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One of the signs of a growing civilization has always been their interest, approach, and frequency of engaging with new information, executing this new information to create a new world. This is how problems are usually solved. Problems are solved when a new way of thinking brings a new approach to solving old problems.

When we bring this approach to the corporate and business sectors, an organization's approach to improving the quality of knowledge and competency can go a long way. Many organizations tend to have a bias for the client-facing and profit-engaging parts of a business but it is important to

understand how important every part of a business connects to the overall business goal and objective.

There are still many organizations today that have not made the transition to modern means and approaches to the training and development of their employees. The fact remains that old training models and techniques would cost a company more in the long run.

With the disruption that has come with artificial intelligence and a cultural shift, organizations cannot afford to do things the old ways anymore, training methods should not just be about a trainer telling people what to do or having people have peer review and engagement,

“there is a more excellent way”.

The new way of getting the most out of training and development of employees is through the use and application of training simulations. Traditional training methods, however, are often falling short. Enter simulation-based training, a rising star poised to revolutionize how we learn and equip ourselves for success.

Gone are the days of passive lectures and static manuals. Simulation throws learners into realistic, interactive environments, mimicking real-world scenarios. Whether it's piloting a virtual aircraft, navigating a complex customer service interaction, or practicing delicate surgical procedures in a simulated body, the benefits are undeniable.

Organizations are locked in a relentless pursuit of competitive advantage. One crucial element in this pursuit is ensuring their workforce possesses the necessary skills and knowledge to adapt and excel. Enter training simulation, a transformative approach rapidly reshaping the landscape of corporate learning.

A 2020 study by Brandon Hall Group found **that organizations using simulation reported a 70% increase in employee engagement compared to traditional methods. Moreover, 75% of learners indicated improved knowledge retention and skill application after simulated training.** This “learn by doing” approach allows individuals to experiment, make mistakes in a safe space, and receive immediate feedback, accelerating the learning curve and fostering long-term knowledge retention.

What are some of the benefits of embracing training simulation for your employees?



The Competitive Advantage of Training Simulation:

Ignoring the power of simulation can significantly hinder an organization's ability to compete. A 2021 report by Deloitte revealed that **84% of executives believe skills gaps are a**

critical threat to their business. Simulation offers a solution, enabling organizations to:

- **Bridge the skills gap:** This is a very effective means to upskill and reskill employees quickly and efficiently, preparing them for emerging technologies, new market culture, and evolving job demands.

A 2020 study by the Association for Talent Development found that simulation-based training **boosts skill acquisition by 70% compared to traditional methods.** This translates to a faster, more effective training process, equipping employees with the skills they need to perform their jobs proficiently.

- **Reduce on-the-job training costs:** Simulation minimizes reliance on expensive real-world scenarios for training, particularly in high-risk or complex environments.

While initial development costs for simulations may be higher, the long-term cost benefits are significant. A 2017 study by Brandon Hall Group found that simulations **reduced training costs by an average of 57%.** This includes savings from reduced travel, equipment usage, and downtime during traditional training.

- **Improved Knowledge Retention:** The same study revealed that simulation training leads to a **50% increase in knowledge retention** compared to traditional methods. Learning becomes more engaging and immersive, solidifying understanding and knowledge application.
- **Improve safety and compliance:** The use of simulations can help to train employees in safety protocols and emergency procedures without incurring risks or violating regulations.
- **Boost employee engagement and satisfaction:** Interactive, personalized simulations lead to a more motivated and engaged workforce.

The Future is Immersive:

The rise of virtual reality (VR) and augmented reality (AR) is further enhancing the simulation experience. Imagine surgeons practicing intricate procedures on holographic patients or pilots honing their skills in hyper-realistic virtual cockpits. These advancements are blurring the lines between simulated and real, offering unparalleled training opportunities.

Simulation has been very useful in industries such as medicine, finance, and aviation to mention but a few, and is beginning to have more relevance in the corporate space. It would get to a point that organizations that do not embrace simulation as an effective approach to training and development will become the dinosaurs of the corporate age.

Embracing the Change:

While the initial investment in developing and implementing simulation programs may seem daunting, the long-term benefits far outweigh the costs. Organizations that recognize the power of simulation-based training and invest in its potential are more likely to thrive in the dynamic and competitive business landscape of tomorrow. They will have a workforce equipped with the necessary skills, confidence, and agility to navigate the ever-changing world and propel their organization to success.



Meet the Author

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