

BUSINESS & OPERATIONS

Immersive Simulation

Put your team inside a situation and let it act. Leadership, coordination, and decisions under pressure, practiced together on projected walls, without headsets.

A case study describes the situation. An immersive room lets the team live it.

Immersive Simulation puts a group inside a scenario projected at life size around it: a plant alarm while a customer is on the line, a crisis team deciding with half the facts. Colleagues, clients, and counterparts appear as conversational avatars; data and documents appear on the walls when a question calls for them. The team acts, sees the consequences, debriefs with a facilitator, and runs it again.

0
HEADSETS: EVERYONE IN ONE ROOM

4
OBSERVATION CRITERIA PER SCENARIO

2
RUNS, WITH A DEBRIEF IN BETWEEN

THE PROBLEMS WE SOLVE FOR CORPORATIONS, INTERNATIONAL ORGANIZATIONS, AND PUBLIC BODIES

01 — DECISIONS WITHOUT CONSEQUENCES

Case studies end where the real difficulty begins

On paper, a decision is a sentence. In the room, it moves the scenario: avatars react, new information arrives, and the team sees what its choice set in motion.

02 — LEADERS TRAINED ONE AT A TIME

Coordination cannot be practiced alone

Assigning tasks, keeping a shared picture, speaking to the right person at the right moment: the team practices these together, with a facilitator observing against agreed criteria.

03 — CRISIS PLANS NEVER REHEARSED

The playbook exists; nobody has run it

A safety incident, a supply disruption, a media call within the hour. The scenario is built from your processes and run twice: once as it unfolds, once with what the debrief changed.

TARGET AUDIENCE

Leadership teams, plant and site managers, crisis and continuity teams, operations and customer-facing teams, international organizations and public bodies. For leadership development, onboarding of managers, and readiness exercises.

FORMAT

e-REAL immersive rooms, a room set up at your site, or a hybrid session for distributed teams; without headsets. Sensorized physical objects and connected content in the e-REAL rooms. Scenario, roles, information flow, and observation criteria built with your managers and experts.



INSIDE IMMERSIVE SIMULATION

Design. Enter. Debrief. Again.

01 Design the situation

With your managers and experts we define the situation, the roles, what must be decided, and which information arrives when. Built from your processes and the choices your people face.

02 Enter and act

The team walks in and the scenario starts. Avatars raise demands, data appears on the walls, a new fact changes the picture. The team assigns tasks, decides, and sees what follows.

03 Debrief together

A facilitator replays the key moments against the agreed criteria: what was noticed, decided, said, and which alternatives were available.

04 Run it again

Same scenario, different decision, swapped roles, or new information. The second run turns a single experience into a comparison the team takes back to work.

WHAT YOU GET

A built scenario
Your situation, roles, and information flow, reusable with other groups.

Observed behavior
Four criteria, per person and per team, from the facilitator.

Two runs
The difference between the first and the second run, made explicit.

Practices to keep
Concrete practices the team brings back to the plant or the office.

Start with one scenario

Choose one team and one situation worth rehearsing: an incident, a launch, a negotiation that went wrong. We build the scenario with your experts, the team runs it twice with a debrief in between, and we look together at what changed and which scenario comes next.

WORKS WITH AI-DRIVEN COACHING

Between one session and the next, a conversational coach helps each participant reflect on what they did in the room and prepare what they will try at work.

PART OF A LARGER OFFER

Immersive Simulation is one of the e-REAL solutions for Business & Operations, with Conversation Mastery, AI-Driven Coaching, Smart Hiring, AI for Everyone, The Expert Avatar, and People and AI Agents.

LET'S TALK

Book a demo on www.e-real.net
or propose a scenario for a pilot.

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