



VIRTUAL REALITY SIMULATIONS FOR LEARNING COMPLEX INTERPERSONAL SKILLS

MURSION®

Reinventing The Way Professionals Master Their Craft

MURSION®

WHO WE ARE

Mursion is the virtual reality environment where professionals practice and master the complex interpersonal skills necessary to be effective in high-stakes professions. We deliver customized, virtual reality simulations that recreate the most demanding interpersonal challenges professionals confront on the job every day.

WHAT WE DO

Your employees are your competitive advantage. How can you ensure that your people work together for the best possible outcomes? With a wide range of characters and immersive environments, Mursion simulates challenging interpersonal, on-the-job exchanges. These virtual reality simulations offer:

- An engaging, efficient, and safe way to **learn by doing**
- A window into the **performance capacity** of a global workforce
- An **agile format** to adapt content as your needs change
- A standardized, personalized, and **scalable** approach to practicing and assessing complex interpersonal skills

HOW DOES IT WORK?

Artificial Intelligence

+

Human Intelligence



Software drives much of what you see during a Mursion simulation.



Simulation specialists:

- Design the simulation scenario.
- Orchestrate the verbal and nonverbal interactions between the avatars and the trainee during the simulation.



LEADERSHIP DEVELOPMENT

Simulate Critical Conversations

Contrary to those who think that leadership is innate, Mursion believes that leadership skills are developed through iterative practice, feedback, and coaching. Cutting-edge organizations leverage Mursion's platform to place leaders in virtual environments that mimic the most challenging interpersonal situations they face on the job:

- *Facilitate difficult conversations*
- *Conduct performance interventions and coaching*
- *Manage interoffice conflict*
- *Communicate sensitive messages*
- *Deliver effective presentations*
- *Adapt interpersonal styles to optimize team performance*

"We all know that practice ... in every new behaviour and skill that we gain ... makes all the difference. But until now it's been really hard to find good venues to practice leadership skills and behaviours. Mursion's unique virtual reality platform offers a great environment to practice and refine the behaviours and skills that leaders need to develop."

– Debra Hunter
Former President,
Jossey-Bass and Pfeiffer



SALES SUCCESS

"The biggest mistake learning professionals make is thinking that talking about a behavior is the same thing as **doing** the behavior. Mursion can create lifelike virtual scenarios that replicate the realities of the job, in a safe situation. Since the graphics are so realistic, the brain and body get a very 'real' experience of practice that activates the neural pathways required to turn a routine into a habit."

– Dr. Britt Andreatta
Author of "Wired to Grow:
Harness the Power of
Brain Science to Master
Any Skill"

Deliver the Perfect Pitch with Virtual Role Plays

How can you be sure that your sales team is ready for every sales challenge they face? Do your field reps ask the right questions, listen attentively, and have the right responses to tough situations?

Research shows that repeated practice builds confidence and expertise, resulting in higher close rates. Organizations are turning to Mursion for authentic and highly standardized simulations that train sales executives to:

- **Deepen customer and prospective relationships** *by asking great questions to understand needs and build rapport and trust*
- **Align and expand product offerings** *through clear, concise, jargon-free, value-based product explanations*
- **Advance and close sales** *by responding to and persevering through client objections*
- **Optimize business profitability** *by implementing best practices in negotiation tactics*



CUSTOMER SERVICE

Elevate Customer Relations

Mursion builds customized simulations, aligned to a client's unique customer service standards and driven by performance data in the field, allowing front-line staff to:

- *Handle challenging customers*
- *Wow every customer with exceptional, personalized, and proactive service interactions*
- *Demonstrate product knowledge*
- *Help customers make deep connections with the organization's brand*
- *Upsell customers*

"Results from the program are staggering. Hotels that received the Mursion training experienced the highest short-term gains in customer satisfaction that Best Western has ever measured."

– Bruce Weinberg,
VP of Operations,
Best Western Hotels
and Resorts

SPOTLIGHT

Delivered directly to Best Western's 2,200 properties in North America and integrated into an onsite training delivered by regional coaches, Mursion provided live virtual simulations to help the hotel chain tackle one of its biggest customer service challenges: **problem resolution**. As a result of the training, Best Western experienced an average increase of 5% on problem resolution, the focus of the simulations, and 2-5% gains for other areas of customer satisfaction. This program also won silver and gold awards from Brandon Hall.





HUMAN RESOURCES AND TALENT DEVELOPMENT

"It's worth sharing what I experienced ... in Mursion's performance intervention simulator, emotionally, intellectually, and physiologically; I experienced the same sensations, anxieties, and interpersonal challenges I do with 'real' human beings."

– **Bob Newhouse**
President, Newhouse Consultants and Former VP Learning and Development at Noble Drilling

Develop Skillful Responses to Stressful Situations

Other corporate talent development applications include:

- **Diversity and inclusion.** *Help employees discover their own unconscious bias and develop deeper cultural awareness and sensitivity.*
- **Sexual harassment.** *Identify and effectively handle harassment in the workplace.*
- **Safety and compliance.** *Build the communication skills required to regulate fellow team members when crucial safety procedures are not followed.*
- **Empathy.** *Place learners into the shoes of key stakeholders with whom they work, such as customers and subordinates, to develop a deeper sense of empathy and understanding.*
- **Screen prospective employees.** *Assess whether new employees have strong interpersonal skills.*

MURSION®

OUR APPROACH

Mursion's virtual reality platform uses a combination of artificial intelligence and live actors to deliver powerful and personalized simulations. Simulations can be delivered in workshops, virtual settings, online courses, or re-engagement exercises at a learner's desk. Mursion can score the simulation and provide live feedback. Alternatively, managers or coaches can attend sessions live or watch recorded sessions to provide feedback.

Outperforms Traditional and Video-Based Role Playing



IMMERSIVE

Traditional role play rarely replicates the real-life stress that learners need to develop effective interpersonal skills.



SCALABILITY & EFFICIENCY

Within a matter of seconds, Mursion can switch environments, avatars, and scenarios to provide a highly dynamic training environment. Mursion offers deeply interactive online training sessions that let your staff practice and stay engaged all year around.



CUSTOMIZATION

All of our simulation scenarios are customized to meet the unique learning objectives of our clients. Mursion's platform enables clients to build avatars and environments that match their unique customers and brand.



MASTERY

Defined proficiency standards can be measured for various experience levels and can form the basis for future training and coaching.

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