

Executive Simulations

A practical guide to a new way of learning

Linking Learning to Business Priorities

AI simulations and role-play are a value driver at an organisational level

As an L&D leader, you are under constant pressure to justify investment, to show evidence of impact, and to ensure learning initiatives are not “nice-to-haves” but business-critical levers. Executive simulations with AI provide a way to meet that challenge, and the technology is increasingly being used as standard practice at many of the world’s largest organisations.

They reinforce learning through realistic, measurable practice environments that mirror the moments leaders and teams will face in their day-to-day roles. AI allows these to be deployed cost-effectively, at scale, and in a way that hyper-personalizes the learnings to the individual – increasing relevance and engagement.

Data reinforces the impact of AI simulations and coaching

Recent statistics from major corporate and institutional studies have found that AI tutors, coaches and role-play deliver:

- Training completed 23% faster
- Skills-building enhanced by 15%
- Feedback relevance outperforming classroom by 17%
- Personalisation outperforming classroom learning by 32%
- Learning retention up to 45% higher
- 53% of participants preferring AI after one session
- 90%+ positive feedback rating from 10,000 executives in a Fortune 500 company’s trials

Sources: Microsoft, Harvard Business Review, BCG, Imeld.AI research – studies available upon request (2025)

High Impact Business Application Areas

There are four domains where simulations consistently generate value. This offers a framework you can use to align to your firm’s shifting strategy and talent priorities:



How to decide where to prioritise

The key for L&D is not to adopt simulations as a “nice to have,” but to see them as a scalable capability tied directly to the most critical priorities of the business.

6 Step Approach

- 1 Start where the business pain is greatest.** If revenue growth is stalling, prioritize commercial accelerators. If manager attrition is high, start with leadership accelerators.
- 2 Anchor to business outcomes.** Frame simulations in terms of firm-wide value: faster time-to-productivity, higher win-rates, stronger retention, reduced risk. This makes conversations with Finance and CHROs easier.
- 3 Involve the right stakeholders early.** Governance, IT, Finance, and business sponsors should be at the table from day one. This avoids late-stage blockers and builds credibility.
- 4 Start narrow, scale wide.** Identify one or two priority application areas where the business is feeling pain - whether it's leadership readiness, sales performance, or risk exposure. Pilot there, prove impact.
- 5 Create a pipeline of practice.** Think beyond one-off programs: design a journey where individuals encounter simulations at critical career moments - from onboarding to board readiness.
- 6 Instrument for evidence.** Ensure every simulation generates data - transcripts, decisions, metrics - that can be fed into both coaching and ROI reporting.

COMMERCIAL

Commercial Growth

From discovery and issue framing to pitches, negotiations and client meetings, simulations sharpen the capabilities that drive revenue and margin.

Scenarios

- Running discovery and issue-framing conversations with demanding buyers.
- Storytelling and objection handling in competitive deal situations.
- Practicing pitches to perfect key talking points and tackling objections.
- Practicing disciplined negotiation to protect value and margins.

Competencies

- Commercial acumen and deal strategy.
- Storytelling and influencing under pressure.
- Pitch clarity, product differentiation and navigating objections.
- Negotiation discipline and stakeholder management.

Customer & Market Engagement

Strengthening client conversations, trusted-advisor roles, and service recovery protects loyalty and growth.

Scenarios

- Building trust in advisory conversations with senior clients.
- Practicing service recovery in escalation or failure scenarios.
- Managing multi-stakeholder dynamics across procurement, users, and executives.

Competencies

- Active listening and empathy.
- Conflict resolution and recovery strategies.
- Relationship building and account growth mindset.



Diagnostic Questions

- How urgent is it to improve sales effectiveness, discovery, and negotiation outcomes?
- How important is it to strengthen customer conversations and trusted-advisor relationships?
- How critical is it to reduce churn and improve service recovery when things go wrong?

Value Statements

- Organizational value:** Higher win-rates, stronger margins, deeper customer loyalty.
- L&D value:** Equip commercial and client-facing teams with realistic practice in discovery, negotiation, and advisory conversations.

LEADERSHIP

Leadership & Management

Practicing difficult conversations, coaching, and executive presence builds confident, effective leaders at every level.

Scenarios

- Delivering a stakeholder or board update under questioning.
- Handling stakeholder, activist investor or analyst Q&A while balancing transparency and confidence.
- Managing hostile pushback from an activist investor.

Competencies

- Strategic storytelling and clarity.
- Metrics fluency and judgment transparency.
- Resilience under scrutiny.

Strategy & Board Readiness

Preparing executives for board scrutiny, activist challenges, and enterprise change ensures resilience under pressure.

Scenarios

- Giving difficult feedback with candour and empathy.
- Influencing sceptical peers to secure alignment.
- Demonstrating presence in a town hall or exec team debate.

Competencies

- Coaching and performance management.
- Stakeholder alignment and influence.
- Executive presence and emotional intelligence.



Diagnostic Questions

- How important is it to improve how leaders present strategy and handle board or investor scrutiny?
- How critical is it to strengthen leadership presence, feedback, and influence skills?
- How urgent is it to build confidence and resilience in executives under high-pressure situations?

Value Statements

- Organizational value:** Stronger boards and executive teams making sharper, more resilient decisions.
- L&D value:** Build confidence in leaders to handle high-stakes strategy, board interactions, and leadership moments.

Operations & Incident Response

Simulating recalls, bottlenecks, or cross-functional crises equips leaders to respond decisively and limit risk.

Scenarios

- Managing a major product recall or system outage.
- Coordinating cross-functional response to a major crisis.
- Pro-actively encouraging a culture of risk mitigation.
- Delivering clear, timely crisis communications.

Competencies

- Cross-functional coordination under pressure.
- Prioritization and trade-off decision-making.
- Composure and clarity in crisis communication.

Risk, Compliance & Ethics

Practicing how to document, escalate, and defend tough decisions reduces regulatory exposure and reputational damage.

Scenarios

- Navigating ethical dilemmas with competing pressures.
- Documenting and escalating decisions in compliance scenarios.
- Practicing governance-style decision-making under ambiguity.

Competencies

- Risk spotting and escalation discipline.
- Decision transparency and defensibility.
- Ethical leadership and accountability.



Diagnostic Questions

- How important is it to improve cross-functional response to operational crises or incidents?
- How critical is it to strengthen ethical decision-making and compliance behaviours?
- How urgent is it to reduce reputational or regulatory risk exposure through better preparedness?

Value Statements

- Organizational value:** Reduced operational risk, stronger compliance posture, and preserved reputation under pressure.
- L&D value:** Give leaders safe practice in crisis response, ethical judgment, and regulator-ready behaviours.

TECHNICAL

Business Competency & AI Skills

Building core skills in areas including communication, analysis, and applied AI literacy raises the baseline effectiveness of all employees.

Scenarios

- Presenting analysis and recommendations under time pressure.
- Solving immersive case problems with incomplete data.
- Innovating on use of generative AI tools.

Competencies

- Business acumen and structured problem solving.
- Critical thinking and communication.
- AI fluency and responsible use.

Onboarding & Transitions

Accelerating business immersion, succession readiness, and early performance reduces ramp-up time and talent attrition.

Scenarios

- Practicing business immersion for new joiners.
- Navigating first-time manager or new role challenges.
- Testing “first 90 days” succession readiness scenarios.

Competencies

- Organizational awareness and stakeholder navigation.
- Role readiness and adaptive learning.
- Confidence in early performance.



Diagnostic Questions

- How urgent is it to shorten time-to-productivity for new hires and rising managers?
- How critical is it to raise baseline business acumen and AI skills across the workforce?
- How important is it to prepare successors and new role-takers for the first 90 days in role?

Value Statements

- Organizational value:** Faster ramp-up for talent, stronger baseline skills, and AI fluency across the workforce.
- L&D value:** Shorten time-to-productivity, future-proof skills, and prepare successors for critical roles.

What differentiates Imeld.AI

Imeld.AI has a dedicated team of expert organisational psychologists and AI assessment product developers from amongst the world's leading assessment organisations, designing, testing and fine-tuning our AI behaviour, assessment and coaching capabilities. This ensures simulations are not just engaging, but also credible, validated, consistent and scalable for enterprise learning.

1. Realism in Experience

We anchor simulations in the real situations leaders face. Each scenario is explicitly tied to target competencies, with robust guardrails to keep conversations focused. We use these to design behavioural, content and context frameworks for our AI, delivering simulations that feels authentic, relevant, and credible to the learner.

2. Excellence in Delivery

The simulation should feel as real as the work itself. We use dynamic and multi-phase flows to mirror the natural arc of business-critical conversations — from discovery to objection handling to decision-making. Simulations are built for low-latency immersion, supported by AI-agent orchestration.

3. Rigour in Assessment

Every interaction generates a transcript, which is benchmarked against independent expert models to provide consistent and reliable evaluation, supported with actionable coaching and feedback.

Our Imeld.AI assessment methodologies significantly correlate against independent expert assessment (last tested September 2025 versus ChatGPT5, n=29).

To discuss any of these topics further or to request a demo, please feel free to contact us:

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