

# Solution Provider Profile

ETU

**etu**

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Brandon Hall Group | 2022-2023  
**Gold Smartchoice®**  
**Preferred Provider**

Company At-a-Glance	
Name of Product/Offered	ETU Learning Simulation Platform
Headquarters	Dublin, Ireland
Year Founded	2010
Geographic Coverage	North America and International
Website	<a href="https://www.etu.co">https://www.etu.co</a>

## ETU OVERVIEW AND VALUE PROPOSITION

ETU helps the world's leading companies transform critical skills with an immersive learning platform. Its simulation-based learning delivers breakthrough improvements in the human skills that underpin business performance. The platform enables clients to design, build and deliver immersive learning simulations that upskill at scale. It generates insights into workforce skills with comprehensive data analytics.

With the [immersive simulation-based learning](#) from ETU, organizations can:

### Turn knowledge into skill

- See a 20-50% measured skill improvement through ETU's unique Measure-Learn-Perform framework.
- Ensure learners attain concepts through an immersive experience that focuses on the application of skills and knowledge.
- Allow learners to safely learn from their actions and failures, providing the 'aha moments' that create real behavior change.

### Build transformative digital learning programs

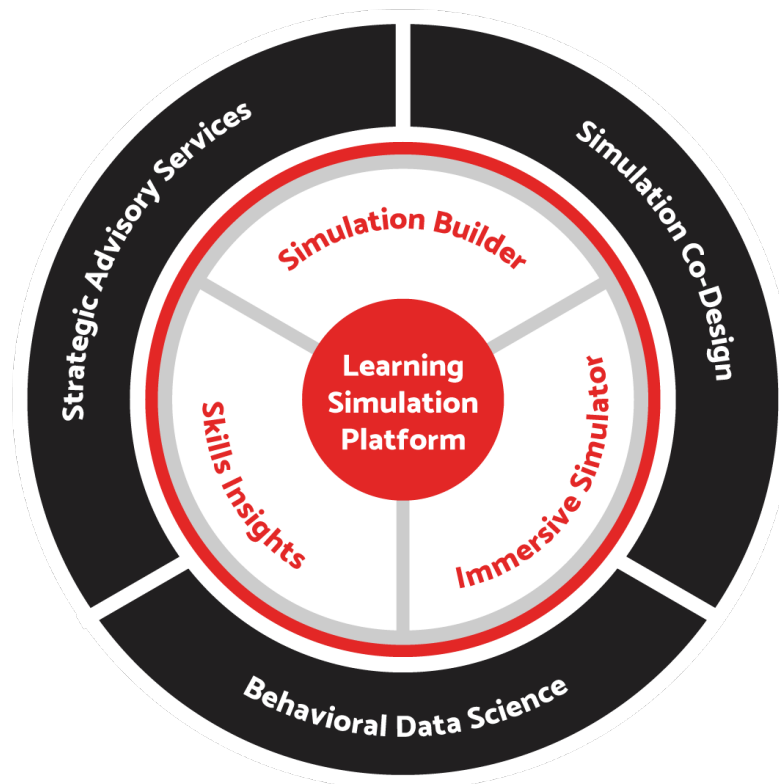
- Truly engage learners by emulating real-world situations, increasing retention and application in work settings.
- Collaboratively build experiential simulations 50% faster with a Learning Simulation Platform to reduce the cost of creating new programs.

- Create personalized learning pathways based on objective skills measurement to achieve significantly better outcomes.

### **Deliver immersive learning at scale**

- Achieve seat time savings of up to 40% through accurate skills assessment and adaptive personalized learning journeys.
- Deploy immersive learning to tens of thousands of employees at the same time, using the proven ETU platform.
- Access real-time analytics and insights, enabling a precise understanding of the skills and behaviors of the workforce.

ETU offers a market-leading Learning Simulation Platform combined with the expert services needed to co-create and deliver immersive training with behavioral insights. The key components of the platform follow below:



## ETU's [Learning Simulation Platform](#): Key Components

- **Simulation Builder** -- builds simulations more rapidly with a cloud-based no code authoring environment. Powerful NLP and AI tools ensure high-quality simulations every time. A skill measurement framework is built-in – saving time, and ensuring all simulations capture the skills and behavior data needed.
- **Immersive Simulator** -- engages learners with immersive situational learning experiences that put them in control of their learning. The platform automatically personalizes tracks to the learners' demonstrated needs. It develops the required skills through individual feedback, coaching and risk-free practice.
- **Skills Insights** -- is used to identify skill gaps with accurate, objective behavioral data. Organizations can set targets and measure improvement in skills and behaviors over time. They can uncover actionable insights based on learner segments, specific skills and challenging situations.

Once published, ETU simulations can be easily accessed by learners via LMS/LXP integration creating a seamless experience. The standards-based simulation launch object loads into the LMS/LXP like any content object. Completion status is automatically returned to the LMS/LXP and full analytics data is available to training administrators. ETU simulations can be run on any web browser; they are WCAG 2.1 AA compliant and fully responsive to different devices such as tablets or smartphones.

## ETU's Expert Services

- **Strategic advisory services** - provide a mix of industry and functional expertise to help customers address their most pressing and complex learning and talent issues. The advisory services help formulate the strategy and the execution of skills and behavior measurement and development.
- **Simulation co-design** — ETU partners with customers to determine the ideal balance of design and build services needed. The goal is always to find the best path to build a simulation that will improve skills, change behavior and impact the client's business.
- **Behavioral data science** — ETU experts provide unique data analytics for improved measurement of learning performance. Detailed analysis takes the client's business goals into account, ensuring alignment. The services help:
  - Define and measure optimal metrics to drive ongoing improvement for business growth
  - Customize stakeholder reporting to inform and align business stakeholders

- Highlight strategic opportunities to optimize resource deployment and management
- Pinpoint specific skills gaps in low performing areas and risk mitigation

ETU has over 10 years of experience co-building immersive simulations with some of the world's leading companies. These simulations address a wide range of human and business skills including:

- **Leadership development** - leading people and coaching behaviors. Giving feedback and conflict resolution.
- **Compliance & risk** - risk management and ethical behavior. Safety situations. Cybersecurity.
- **Sales & service** - consultative selling and emotional intelligence. Customer service and active listening.
- **Onboarding** - culture and excellence. Ethics and business acumen. Information security.
- **Digital transformation** - leading change. Design thinking and digital skills. Collaboration with remote teams.
- **Diversity, equity and inclusion** - race & gender - including unconscious bias, advocacy, inclusive teams. Sexual Harassment Prevention.

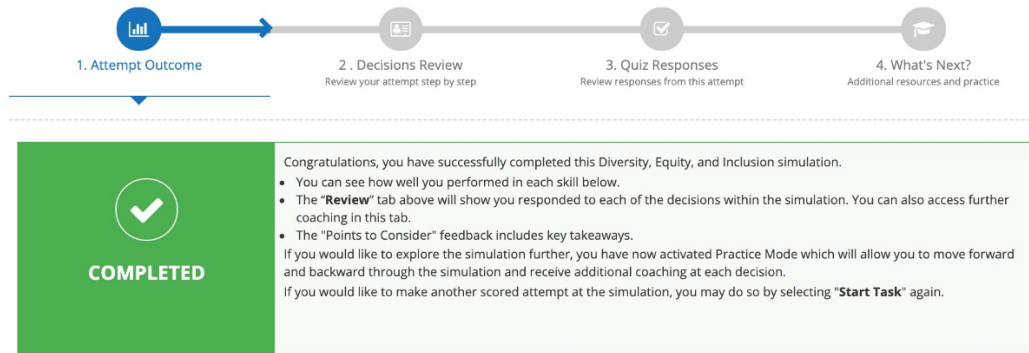
For more information on areas of expertise please visit [www.etu.co/expertise](http://www.etu.co/expertise)

## SCREENSHOTS

Figure 1: Immersive Simulator – Diversity, Equity and Inclusion Simulation (Off-the-Shelf)



Figure 2: Immersive Simulator - Personalized learner feedback



My Decisions: 1 Weak selection: ☆☆☆ 5 Medium selection: ☆☆☆ 8 Strong selection: ☆☆☆

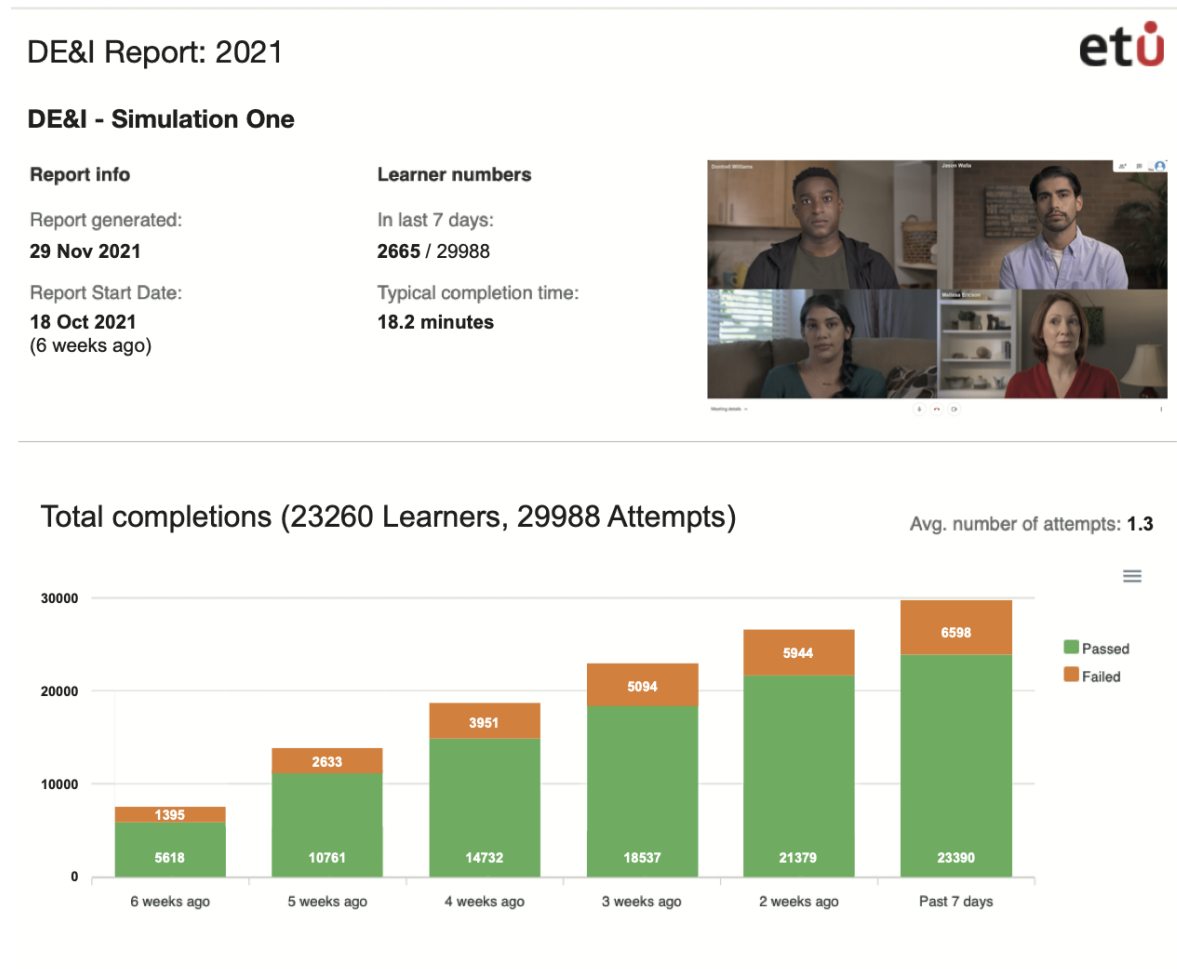
How Did I Perform



Points to Consider

- Microaggressions invalidate team members and erode trust on the team. It's important to deal with them effectively. For example, putting people on the spot can lead to defensiveness in group situations. In these cases, deflection is a better strategy.
  - Driving change requires momentum. When faced with opposition it's important to remain constructive. Taking the easy way out or pushing back too firmly can both stop meaningful conversation in its tracks.
  - Difficult conversations need to remain equitable and productive. Otherwise, it can lead to significant frustrations which can create breakdowns on teams.
  - It's important to take others' perspectives into account. If you signal that you don't value team members' experiences and opinions it can cause a breakdown of trust.
  - When it comes to leading change, propose viable actions and then take the lead on them. Putting the labor back on others isn't an equitable approach, and can build resentment amongst peers, managers, and direct reports.
  - Actions need to be incremental and goal-oriented. Without clear outcomes in mind, people's efforts are just sunk time.
- Legend: Reinforcing feedback (green), Intermediate feedback (orange), Critical feedback (red), General feedback (grey)

Figure 3: Skills Insights - Sample Push Report



**Average Skill Scores**

**Overall performance in diversity, equity, and inclusion**

**Taking action on unconscious bias**

**Using empathy in perspective taking**

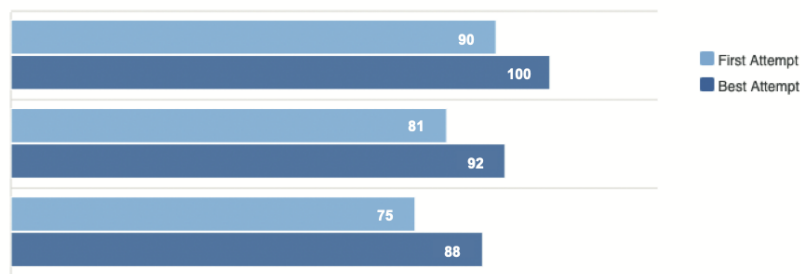
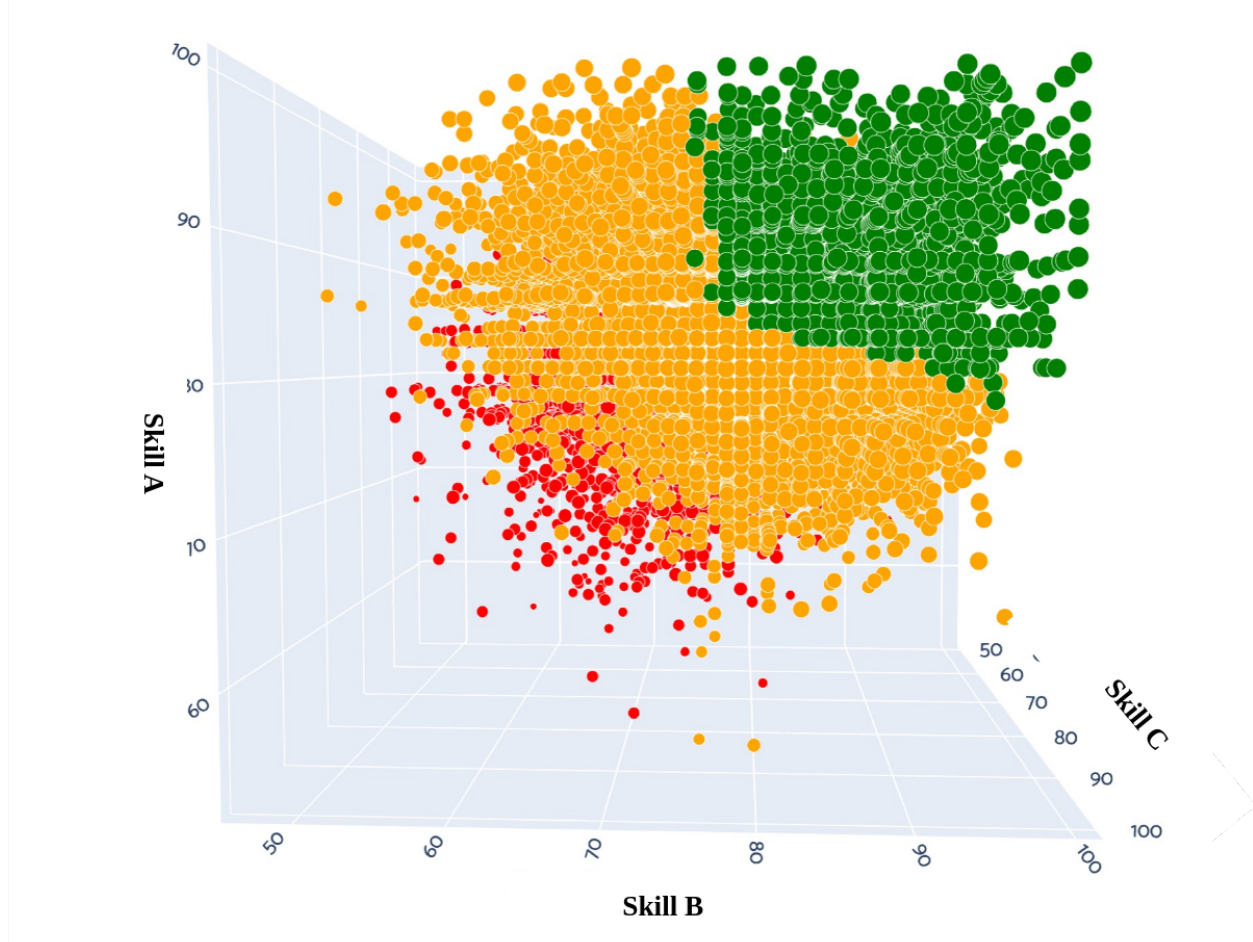


Figure 4: Behavioral Data Science - Skills Analysis



All screenshots provided by ETU

## Analysis by Brandon Hall Group

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### Situational Analysis

The COVID-19 pandemic took the instructor-led classroom training out of the learning equation almost overnight, forcing organizations to offer alternatives for a remote workforce. Now a hybrid learning audience has an increased need to apply learning to specific situations as they upskill and reskill to meet changing business needs.

### Challenges to the Business

Learning skills, processes and technologies that have been in place for years are often not suitable to meet these new and changing demands. Increasingly, companies must prepare employees for a variety of situations and enable them to practice in a safe environment.

## **Implications for the Business**

Linking learning to performance and empowering employees to apply what they learn to specific, critical situations will be paramount. Simulations have emerged as a type of experiential learning that can be used widely in a hybrid environment.

## **Questions to be Answered by the Business**

Companies will have to evolve quickly to meet the changing needs of learners, whether they are on-site, working from home or alternating between the two. Linking learning to performance and empowering employees to apply what they learn to specific, critical situations will be paramount.

## **ETU as the Answer**

ETU brings a wealth of behavioral science to the creation of engaging, impactful simulations that can help develop real-world, business-critical skills. ETU's solutions are not about conveying knowledge, but empowering people to perform better across a range of skills.

Part of what makes ETU simulations so effective is that they begin with measurement. This is a critical strategy for any learning program. But for simulations, it is especially important as the information gleaned will optimize the learner journey. Learners can “test out” of material they do not need to review and “test up” to new levels of learning.

The latest Learning Simulation Platform (LSP) release – in April 2022 -- enables learning architects and designers to better guide learners to the specific content required. The new release also enhances accessibility; the closed captions capability allows subtitle tracks in the simulations and is also useful for translation into multiple languages.

Simulations are co-developed across the full range of critical skills with extensive experience demonstrated in six categories: leadership, sales and service, diversity, equity and inclusion, onboarding, compliance and risk, and digital transformation.

The business benefits from the results of these simulations and from the real-time measurement. Leaders can see just how learners are interacting with the material and how their skills are progressing, which is far more insightful than a completion report and a quiz grade. This type of immersive learning can be deployed within whatever current learning



environment and organization has, and the simulations work just as well on mobile devices as they do on a desktop or laptop.

ETU estimates seat-time savings of up to 40%, with accurate assessment, personalized learning journeys, rapid and efficient delivery at scale and seamless integration with any LMS. Approximately 1 million users have taken more than 500 simulations across 50 topics.

The impact can be huge. IBM needs to continuously upskill a huge workforce and could get to only about 5,000 employees per year through traditional learning. With ETU simulations on leadership, communication, and emotional intelligence, the learner target by the end of this year is 15,000 with a long-term goal of 100,000 learners per year. With reduced seat time compared to traditional learning, IBM could realize up to \$16 million in savings by the time it reaches the 100,000 learner level.

It's important to note the simplicity and efficiency of ETU's Simulation Builder. The templates and frameworks make it easy for almost anyone to create an effective simulation quickly, removing one of the barriers that keep companies from exploring simulation-based learning.

Organizations that have thought of simulations as either too far-fetched or too expensive should take another look. The kind of simulations being created by ETU provides the kind of application and reinforcement organizations have typically been unable to deliver.

*-Claude Werder, Senior VP and Principal HCM Analyst, Brandon Hall Group*

*-David Wentworth, Principal Learning Analyst, Brandon Hall Group*

*- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group*

## About Brandon Hall Group

With more than 10,000 clients globally and 28 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



### ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



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