



## simulation activities



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KCP's Simulation Activity Series has been designed for use in assessment, development and coaching contexts.

Drawing on over 35 years' experience in both the public and private sectors, all our activities are based around modern, realistic scenarios that provide participants with the opportunity to demonstrate samples of their typical behaviour and skills at work.

### Design rationale

**Group Activities** - research consistently demonstrates that group activities are strong predictors of work behaviour, particularly in relation to interpersonal characteristics such as leadership, influencing style and team awareness. For this reason, all our activities major on interpersonal rather than cognitive assessment criteria, although some are designed to explore intellectual components such as business awareness, problem solving or innovation.

In all cases, we strongly recommend that users do not attempt to assess more than 3 or 4 areas of competence. It is unlikely that any activity will provide a sufficiently large enough sample of behaviour to make it possible to measure multiple competences reliably.

**In-Tray and E-Tray Activities** - these are best used to explore cognitive competences such as planning, strategic and operational awareness, problem solving and decision making.

Although some have argued in the past for the notion of a "psychometric" in-tray, we adhere to the view that it is virtually impossible to put, as it were, a scoring key over a participant's responses and arrive at a quasi-scientific score. For this reason, we recommend that wherever possible, assessors interview participants after the exercise to obtain a richer understanding of the thought processes that informed responses.

**Presentation Activities** - these are all designed to assess capability in relation to problem analysis, influencing skills, and oral communication.

**senior managers/professionals**



## group activities

### Anglo-European Bank

Set in a banking environment, the AEB Group Activity requires team members to agree upon a diversification strategy for the Bank.

#### Competencies

Leadership  
Influencing  
Team membership  
Strategic/commercial awareness

#### Suitability

Senior managers  
Middle managers

#### Activity format

Non-assigned role or assigned role

### Brightport City Council

Based around a unitary authority, this group activity follows on from an individual In-Tray. Participants are presented with a series of operational and strategic issues, and are required to decide upon one key challenge and come up with an action plan.

#### Competencies

Leadership  
Influencing  
Team membership  
Strategic/commercial awareness

#### Suitability

Senior managers  
Middle managers

#### Activity format

Non-assigned role or assigned role



### **Brightport Primary Care Trust**

This activity is centred upon a Primary Care Trust. Participants are faced with a broad range of both operational and strategic issues and are required to agree upon priorities for the Trust within a limited budget.

#### **Competencies**

Leadership  
Influencing  
Team membership  
Customer/stakeholder focus

#### **Suitability**

Senior managers  
Middle managers

#### **Activity format**

Non-assigned role

### **Urban Regeneration Project**

This scenario concerns a public/private sector initiative to tackle homelessness and unemployment in an inner city area. Participants must decide upon how best to allocate limited resources to kickstart the initiative.

#### **Competencies**

Leadership  
Influencing  
Team membership  
Customer/stakeholder focus

#### **Suitability**

Senior managers  
Middle managers

#### **Activity format**

Non-assigned role or assigned role



## in-tray / e-tray activities

### Anglo-European Bank

Set in a banking environment, the AEB in-tray presents the respondent with both strategic and operational challenges for the Bank.

#### Competencies

Planning and organising  
Action planning  
Decision making  
Strategic/operational awareness

#### Suitability

Senior managers  
Middle managers

#### Activity format

Paper and pencil or e-tray

### Brightport City Council

Centred upon a unitary authority, this activity can be used as standalone activity or with a companion group activity. Participants are presented with a series of strategic and operational challenges.

#### Competencies

Planning and organising  
Action planning  
Decision making  
Strategic/operational awareness

#### Suitability

Senior managers  
Middle managers

#### Activity format

Paper and pencil or e-tray



### **Brightport Primary Care Trust**

This activity is set in a Primary Care Trust. Participants must review a wide range of strategic and operational issues that impact upon the Trust, staff and patients.

#### **Competencies**

Planning and organising  
Action planning  
Decision making  
Strategic/operational awareness  
Stakeholder focus

#### **Suitability**

Senior managers  
Middle managers

#### **Activity format**

Paper and pencil

### **GlobeChoc**

This activity is set in a Middle East based confectionery company. Participants must deal with both strategic and operational issues that are facing the company.

#### **Competencies**

Planning and organising  
Action planning  
Decision making  
Strategic/operational awareness  
Stakeholder focus

#### **Suitability**

Senior managers  
Middle managers

#### **Activity format**

Paper and pencil



## presentation activities

All the Supra Series Simulation Activities include the option of a subsequent presentation based either on the participant's performance in a group activity or an individual in-tray activity.

### Competencies

Technical presentation skills  
Oral communication  
Problem solving  
Influencing skills

### Suitability

Senior managers  
Middle managers

## analysis activities

Each Supra Series Simulation Activity includes an analysis/reflection activity for use following the relevant In-tray or Group activity. This enables assessors to explore the thought processes that guided the participant. Equally, it enables the participant to reflect upon their performance and highlight learning opportunities.

### Competencies

Problem solving  
Influencing skills  
Self-awareness

### Suitability

Senior managers  
Middle managers



**Administration:**

- **online**
- **paper & pencil**

	£
<b>Online:</b>	
E-tray admin and report	33.00
<b>Paper &amp; pencil:</b>	
Admin & scoring booklet	30.00
Group Activity booklets (10)	120.00
In-Tray booklets (10)	120.00
In-Tray files (10)	180.00
Analysis booklets (10)	85.00
Presentation briefs (10)	85.00

\* Subject to VAT @ 20%





potentia  
simulations





## **Tremayne's Confectionery**

Set in a marketing environment, this activity requires participants to agree on the selection of a new confectionery product and then design packaging materials for the product.

### **Competencies**

Leadership  
Influencing  
Team membership

### **Suitability**

Middle managers  
Junior managers  
Graduates

### **Activity format**

Non-assigned role or assigned role

## **Realcare Technology**

Realcare Technology is a pharmaceutical company that is consolidating its operations in the UK. Participants are required to agree upon a strategy for relocating employees from one part of the country to another.

### **Competencies**

Leadership  
Influencing  
Team membership

### **Suitability**

Middle managers  
Junior managers  
Graduates

### **Activity format**

Non-assigned role





## Project Excellence

This scenario concerns a snack and soft drinks company. The participants are required to consider the results of a customer satisfaction survey and agree upon courses of action for the business.

### Competencies

- Leadership
- Influencing
- Team membership
- Customer focus

### Suitability

- Middle managers
- Junior managers
- Graduates

### Activity format

- Non-assigned role

## Service First

Set in a manufacturing company, Service First is part of an initiative to reposition the organisation in the marketplace. Participants are required to review and agree upon the most effective option for transforming the company's image.

### Competencies

- Leadership
- Influencing
- Team membership
- Customer focus

### Suitability

- Middle managers
- Junior managers
- Graduates

### Activity format

- Non-assigned role





## **The Heritage Theatre**

This scenario concerns a small community theatre that is faced with a possible takeover. The participants have to agree on the best way of using a donation to help save the theatre.

### **Competencies**

Leadership  
Influencing  
Team membership  
Commercial awareness

### **Suitability**

Middle Managers  
Junior managers  
Graduates

### **Activity format**

Non-assigned role

## **Wycherley's Superstores**

Set in a retail environment, this activity concerns the use of merchandising space, and the re-design of the supermarket.

### **Competencies**

Leadership  
Influencing  
Team membership  
Commercial awareness

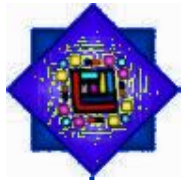
### **Suitability**

Graduates  
School leavers

### **Activity format**

Non-assigned role or assigned role





## SpeedRail

Based in a railway operating company, this activity requires participants to debate possible courses of action to help increase passengers on the company's trains.

### Competencies

- Leadership
- Influencing
- Team membership
- Commercial Awareness

### Suitability

- Middle Managers
- Junior managers
- Graduates

### Activity format

- Non-assigned role





## **Tremayne's Confectionery**

This activity is set in a confectionery company. Participants must deal with a range of issues from HR, manufacturing, scheduling and public relations.

### **Competencies**

Planning and organising  
Action planning  
Decision making  
Communicating in writing

### **Suitability**

Middle managers  
Junior managers

### **Activity format**

E-tray or paper and pencil

## **Realcare Technology**

A pharmaceutical company that is confronted with quality assurance, HR, health and safety and other operational matters.

### **Competencies**

Planning and organising  
Action planning  
Decision making  
Communicating in writing

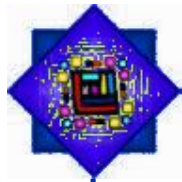
### **Suitability**

Middle managers  
Junior managers

### **Activity format**

E-tray or paper and pencil





## The Heritage Theatre

Designed to be a relatively neutral setting, the Heritage Theatre In-tray activity includes financial and security concerns, operational issues and HR challenges.

### Competencies

- Planning and organising
- Action planning
- Decision making
- Communicating in writing

### Suitability

- Middle Managers
- Junior managers
- Graduates

### Activity format

E-tray or paper and pencil





## presentation activities

All the Potentia Series Simulation Activities include the option of a subsequent presentation based either on the participant's performance in a group activity or an individual in-tray activity.

### Competencies

- Technical presentation skills
- Oral communication
- Problem solving
- Influencing skills

### Suitability

- Senior managers
- Middle managers

## analysis activities

Each Potentia Series Simulation Activity includes an analysis/reflection activity for use following the relevant In-tray or Group activity. This enables assessors to explore the thought processes that guided the participant. Equally, it enables the participant to reflect upon their performance and highlight learning opportunities.

### Competencies

- Problem solving
- Influencing skills
- Self-awareness

### Suitability

- Senior managers
- Middle managers





**Administration:**

- **online**
- **paper & pencil**

£

**Online:**

E-tray admin and report 33.00

**Paper & pencil:**

Admin & Scoring booklet	30.00
Group Activity booklets (10)	120.00
In-Tray booklets (10)	120.00
In-Tray files (10)	180.00
Analysis booklets (10)	85.00
Presentation briefs (10)	85.00

*All prices subject to VAT @ 20%*





**integra**  
e-trays





**integra**  
e-trays

### **Summertown Services**

Set in an office environment, this activity requires the participant to organise their time and deal with a prioritisation change.

#### **Competencies**

Planning and Organising  
Communicating in writing

#### **Suitability**

Administrative/clerical personnel

#### **Activity format**

e-tray





# integra

e-trays

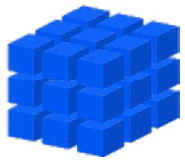


**Administration:**  
■ **online**

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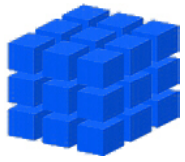
	£
Online: E-tray admin and report	15.00





locus  
situational e-trays





KCP has extensive experience of developing simulation activities, gained over many years. Historically, “in-tray” or “in-basket” activities were designed to reflect the paper based correspondence that managers and others had on their desks - letters, memos, reports etc.

The more or less universal use of both internal and external email has, however, meant that conventional paper simulations no longer mirror the world of work.

At the same time, the exponential growth of online test administration has enabled assessors to gather data at arms length, at any time, and anywhere across the world.

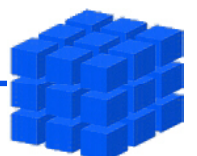
For these reasons, KCP has developed a number of online simulation activities that look and operate much more like a typical workplace of the 21st century.

We offer two forms of e-tray:

- situational e-trays
- free-response e-trays

**Situational e-trays** are a unique development. Using the principles of situational judgement tests - presenting candidates with lifelike scenarios and presenting various action options - our situational e-trays go a step further by addressing consequences.

Instead of a candidate merely selecting their most (and sometimes least) favoured option, our groundbreaking approach causes one decision to lead to another and another. This, of course, reflects what happens in the real world - a decision I take today will have consequences in the future which must also be dealt with.



## Ventura

Set in a hotel/resort complex, Ventura requires the candidate to prioritise his/her inbox, and then deal with 6 emails. Options are provided, and the candidate must decide on the best option. Each decision leads to a **consequence** which also has to be dealt with, and then to another.

### Competencies

- Prioritising
- Judgement
- Customer focus
- Commercial awareness

### Suitability

- Junior managers
- Graduates
- Senior administrative personnel

### Activity format

- Online administration and reporting

## Viva - integrated assessment

Viva is an integrated, online assessment tool, consisting of:

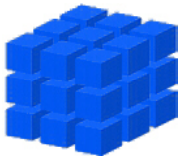
- Ventura (as above)
- Verbal Reasoning Test
- Numerical Reasoning Test
- Personality Questionnaire

## Causa - integrated assessment

Causa is an integrated, online assessment tool, consisting of:

- Ventura (as above)
- Verbal Critical Reasoning Test (SVT)
- Numerical Critical Reasoning Test (SNT)
- Personality and Motivation Questionnaire (MAPP)





**locus**  
situational e-trays

**Administration:**  
■ **online**

	£
Ventura situational E-tray admin and report	15.00
Viva Integrated admin and report	60.00
Causa Integrated admin and report	175.00

*\* Subject to VAT @ 20%*





**mercantia**  
simulations





## Image Haircare Group

Set in a haircare sales and marketing environment, this activity requires participants to agree on the selection of a new haircare product.

### Competencies

Commercial awareness  
Influencing  
Team membership

### Suitability

Junior managers  
Graduates  
Sales and marketing personnel

### Activity format

Paper & pencil  
Non-assigned role or assigned role





## Image Haircare e-tray

Set in a haircare sales and marketing environment, this activity focuses on issues relating to a specific sales territory. Candidates are presented with a range of challenges relating to commercial awareness, customer relations and selling strategies.

### Competencies

Planning and organising  
Action planning  
Decision making

### Suitability

Junior managers  
Graduates  
Sales and marketing personnel

### Activity format

e-tray





**Administration:**

- e-tray
- paper&pencil

£

Admin & scoring booklet (group)	30.00
Group Activity booklets (10)	120.00
e-tray reports (per head)	33.00

*All prices subject to VAT @ 20%*





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