

Solution Provider Profile



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

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Analysis of ETU by Brandon Hall Group

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.

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 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 an 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 is now 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.

Latest Updates on ETU

In August 2022, ETU announced a strategic growth investment led by Mission Springs Ventures and Pacific Lake Partners, along with participation from other private investors. As part of the transaction, Katie Laidlaw joined the business in the role of CEO.

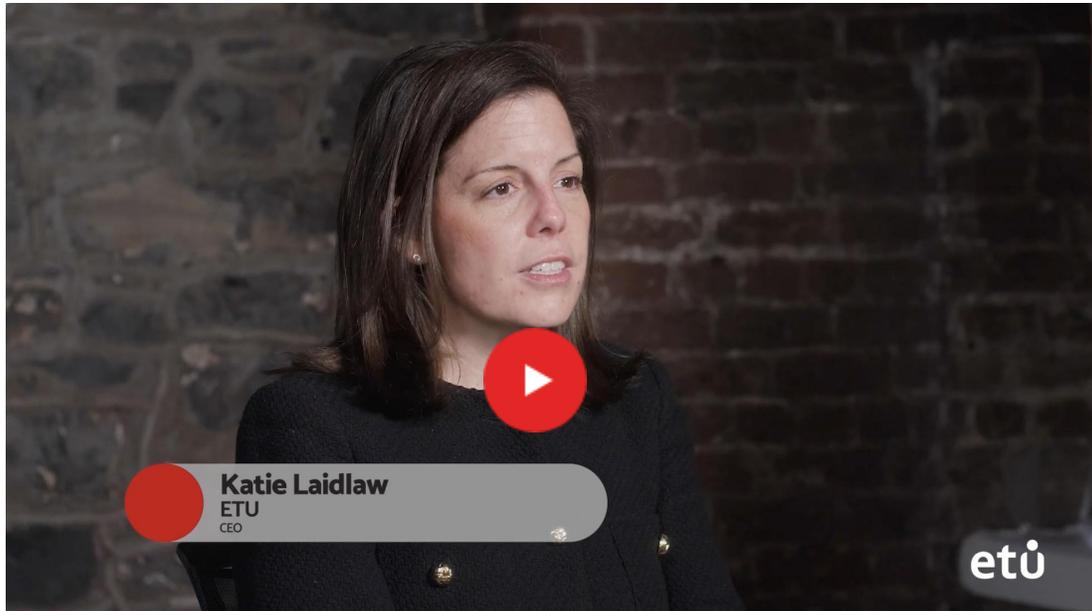
In addition to certification in ISO 9001 Quality Management and ISO 27001 Information Security Management, ETU achieved certification for ISO 27701 Data Privacy extension in January 2023, making it one of the world's first learning technology companies to do so.

The latest Learning Simulation Platform (LSP) release – Spring 2023 -- offers new interaction types to learning architects and designers along with more sophisticated personalization. The new release also enhances language management, allowing immersive learning experiences to be rolled out globally for a fraction of the effort.

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

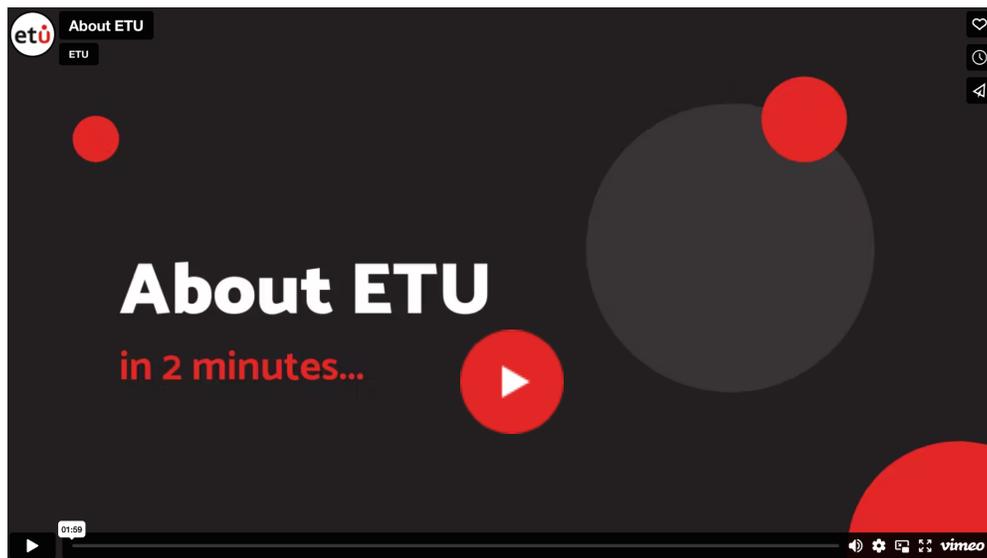
- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

The Value of Immersive Learning by ETU



ETU Overview and Value Proposition

ETU helps the world's leading companies develop power skills at scale through learning by doing experiences that are 100% digital. Their powerful technology unlocks game-changing data analytics on skill application. Unlike other vendors, ETU uses a proven Learning Simulation Platform to co-create and deliver the immersive training and the skills data you need.



With the immersive simulation-based learning from ETU, organizations can:

Develop power skills at scale.

- The learning-by-doing experiences get learners to proven competency in a way that is 100% scalable.
- The intense learning experiences are up to 15 times quicker than traditional classroom sessions.

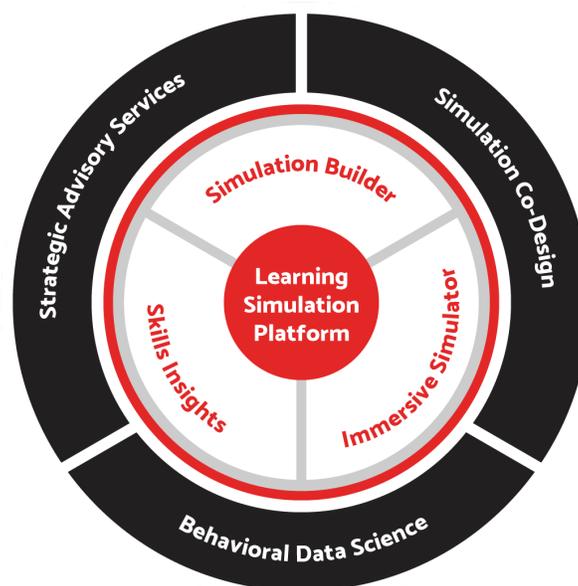
Deliver adaptive & personalized learning.

- Typical seat time savings are of the order of 40%, and engagement is typically up over 30%.
- Blending simulation with other learning methods adds great learning agility to learning design.

Inform decisions with objective data.

- Rolled up data on skill application to inform decisions and measure change.
- Identify where learning resources can be best spent and reduce learning costs while still meeting business impact goals.

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 are below:



ETU's Learning Simulation Platform: Key Components

- **Simulation Builder** -- builds simulations more rapidly with a cloud-based no-code authoring environment.
- **Immersive Simulator** -- engages learners with immersive situational learning experiences that put them in control of their learning.
- **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.

Once published, ETU simulations can be easily accessed by learners via LMS/LXP integration, creating a seamless experience. 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

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, coaching behaviors, giving feedback, and conflict resolution.
- **Compliance & risk** - risk management, ethical behavior, safety situations, cybersecurity, sexual harassment prevention.
- **Sales & service** - consultative selling, emotional intelligence, customer service, and active listening.
- **Onboarding** - culture, corporate policy, ethics, business acumen, information security.
- **Digital transformation** - leading change, design thinking, digital skills, and collaboration with remote teams.
- **Diversity, equity, and inclusion** - race & gender - including unconscious bias, advocacy, and inclusive teams.

Try a Simulation

Samples of the learner experience are available on ETU's website.



Try a simulation now

Immersive simulations are used to develop soft skills in a wide range of programs. If you don't find a sample relevant to your program then please contact us for a customized demonstration.



Human-Centered Leadership

You play the role of a manager immersed in a scenario where team members need your guidance.

[> TRY SIMULATION](#)



DE&I - Race - Extract

You play a team member in this short sample from a longer DEI simulation on race. For the full version contact ETU.

[> TRY SIMULATION](#)



Ethics & Compliance

You are faced with different ethics and compliance scenarios and asked to make decisions. This simulation uses AI-generated characters

[> TRY SIMULATION](#)

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.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years' experience in evaluating and selecting the best solution providers for leading organizations around the world.