



SimVenture in Action

Asda Walmart

Accelerating Business Acumen

Overview

SimVenture was chosen by ASDA Walmart in successive years so that 60+ newly recruited graduates could quickly learn and understand, in a hands-on manner, the fundamentals of sound business practice.

Working with the Human Resources Team at the Head Office in Leeds, a suite of SimVenture related activities were planned and developed ahead of the one-day event.

The team at ASDA Walmart was keen for participants to work in groups so that important soft skills were developed alongside business acumen. It was also important for the event to include an element of competition so that participants experienced pressure when running their business.

During the event, senior managers from all areas of the business observed the groups working together and as part of the final presentations, fed back their thoughts to each individual.

Outcomes

From the start of the day, each participant was fully engaged in the activity, keen to learn about SimVenture and contribute to their team's success. As a consequence, staff from ASDA Walmart found it easy to observe and make judgements on individual and group performance.

Participants regularly commented on the depth and authenticity of the software which created a focused approach to the challenges of the day.

When asked to reflect on the event, Carl Tabisz, Talent Advisor at ASDA Walmart said,

"The software was an immediate hit because people were quickly immersed in a real time world of decisions and consequences that both challenged their thinking and accelerated learning.

"All the work was ASDA relevant and created insightful discussions. The overall level of business understanding increased significantly and the grads agreed it was one of the best training events with which they had been involved."

Contact

For more information about this event, contact Peter Harrington by email: peter@simventure.co.uk