The Regis Company Breaks New Ground In AI-Enhanced Leadership Development

The Regis Company

Best Advance in Leadership Simulation Tools

April 2025

Company Background

THE REGIS COMPANY

Company-at-a-Glance	
Headquarters	Golden, Colorado
Year Founded	2003
Employees	26
Global Scale (Regions that you operate in or provide services to)	The Regis Company operates within the United States and provides services globally.
Customers/Output, etc. (Key customers and services offered)	The Regis Company provides an award-winning, AI-powered skills practice platform supporting 25+ Fortune 500 customers, such as: Lilly, EY, Deloitte, Abbott, McDonald's, and Lockheed Martin.
Industry	Technology & Software / Learning & Development
Website	regiscompany.com

Value Proposition

At The Regis Company, our mission is to ignite meaning and purpose within the workplace by delivering the industry's most powerful personalized skills practice solutions. As visionary creators, we provide innovative leadership development technology that equips leaders to thrive in real-world environments. SimGate™ is

designed specifically to elevate leadership capabilities by enabling experiential learning in a safe yet dynamic environment, where decision-making and strategic thinking are put to the test.

With over two decades of expertise in building leadership simulations for Fortune 500 companies, SimGate reflects our commitment to transforming leadership development. Unlike traditional training models, SimGate offers immersive, scenario-based simulations that allow leaders to practice complex decision-making in real-world contexts, providing a safe space for experimentation, reflection, and growth.

SIMGATE: ADVANCING LEADERSHIP DEVELOPMENT THROUGH SIMULATION

SimGate represents a breakthrough in leadership learning technology. It combines AI-powered adaptive learning with the flexibility to create custom leadership simulations that mirror the challenges leaders face in their roles. These simulations are highly contextualized, reflecting the specific pressures, strategic goals, and interpersonal dynamics leaders must navigate within their organizations.

SimGate enables organizations to create real-world leadership scenarios that allow learners to:

- Practice high-stakes decision-making in a risk-free environment.
- Develop strategic thinking by evaluating the long-term impacts of their choices.
- Improve interpersonal skills through role-based scenarios that test conflict resolution, team collaboration, and emotional intelligence.

SimGate's no-code authoring environment allows learning designers to rapidly create these leadership simulations, all tailored to the specific contexts of the organization. By leveraging AI-driven personalization, each simulation is designed to adapt to the learner's progress, ensuring that leaders are continuously challenged and supported as they refine their skills.

IMPACT ON LEADERSHIP DEVELOPMENT

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SimGate's unique ability to simulate real-world leadership challenges means that leaders don't just learn about leadership—they experience it. By navigating dynamic, evolving scenarios, leaders are given the opportunity to apply critical skills like strategic decision-making, team management, and situational leadership. They can test different approaches, learn from their mistakes, and receive immediate feedback, all within a safe and controlled environment.

This experiential learning approach ensures that leaders develop real-world leadership capabilities that can be directly applied to their roles. SimGate helps leaders:

- Bridge the gap between theory and practice by engaging them in situations that mirror their everyday challenges.
- Develop agility by providing opportunities to experiment with different strategies and see the outcomes of their decisions in real time.
- Reflect and improve through AI-driven feedback that highlights strengths and areas for growth, accelerating their leadership development journey.

AI-POWERED LEARNING EXCELLENCE

SimGate is built to meet learners where they are, providing personalized, context-rich learning journeys that go far beyond traditional models to propel real impact. Learning technology should support the organization's terminology, strategic imperatives, and industry competitive context. For the learner, the content should be personalized to where they are on their learning journey and reflect the specific challenges and tensions in their roles. Brain science tells us that learning that is personal and contextual is more meaningful and memorable.

That's why The Regis Company's leading skills practice platform leverages a no-code authoring environment that goes far beyond other authoring tools in creating impactful and engaging learning experiences that help learners unlock and further develop skills.

With its enterprise-grade scalability and cutting-edge AI capabilities, SimGate empowers organizations to develop leadership skills at scale, ensuring that leaders at all levels are prepared to navigate the complexities of the modern workplace.

The SimGate platform's unique strengths include:

- **Business-Specific Scalability:** Whether it's simulations, microlearning, or team-based workshops, SimGate supports multiple learning formats, all customizable through a simple no-code interface. Learning experiences can be deployed across global teams—self-directed or facilitated—in virtual or in-person settings. Whatever learning demands a client has, SimGate is built to offer a tailored solution.
- **Data-Driven Insights:** By analyzing learner engagement and decision-making data, organizations can continuously refine their learning programs and develop their people, addressing skill gaps and optimizing ROI. SimGate's analytics ensure that learning experiences are not only effective but also measurable.

- **AI-Enhanced Design:** Starting with ReX AI, the platform's generative AI co–author revolutionizes learning design and development. Reducing design time from months to minutes, ReX AI creates adaptive learning content, while significantly cutting costs and time. Its versatility makes advanced learning experiences accessible and delivers significant benefits to designers and learners. Within SimGate Studio, designers can leverage additional powerful AI tool integrations such as Synthesia, Pictory, Colossyan, and Eleven Labs. These tools deliver engaging and personalized content for the learner while reducing the need for costly media development.

WHY SKILLS PRACTICE?

According to Fosway Group in association with Learning Technologies, L&D priorities and learning strategies in the modern area are under pressure to meet rapidly evolving challenges to support worker readiness. While compliance and regulatory training have long been the top learning need in the workplace, the tide has changed. Now, "upskilling and reskilling are the top priority" (Fosway 2024). With upskilling and reskilling now being the top strategic priority, "L&D teams do not believe they are very effective at developing peoples' skills" (Fosway 2024). Alarmingly, "only 17% believe their learning strategy is very effective" (Figure 1).

The Brandon Hall Group (Figure 2) has pointed to an optimal “70-20-10” learning model mix in which the target for experiential learning is 70%, showcasing the leading importance of learning that allows learners to practice, and apply, skills in a real-world business context.

Figure 1:

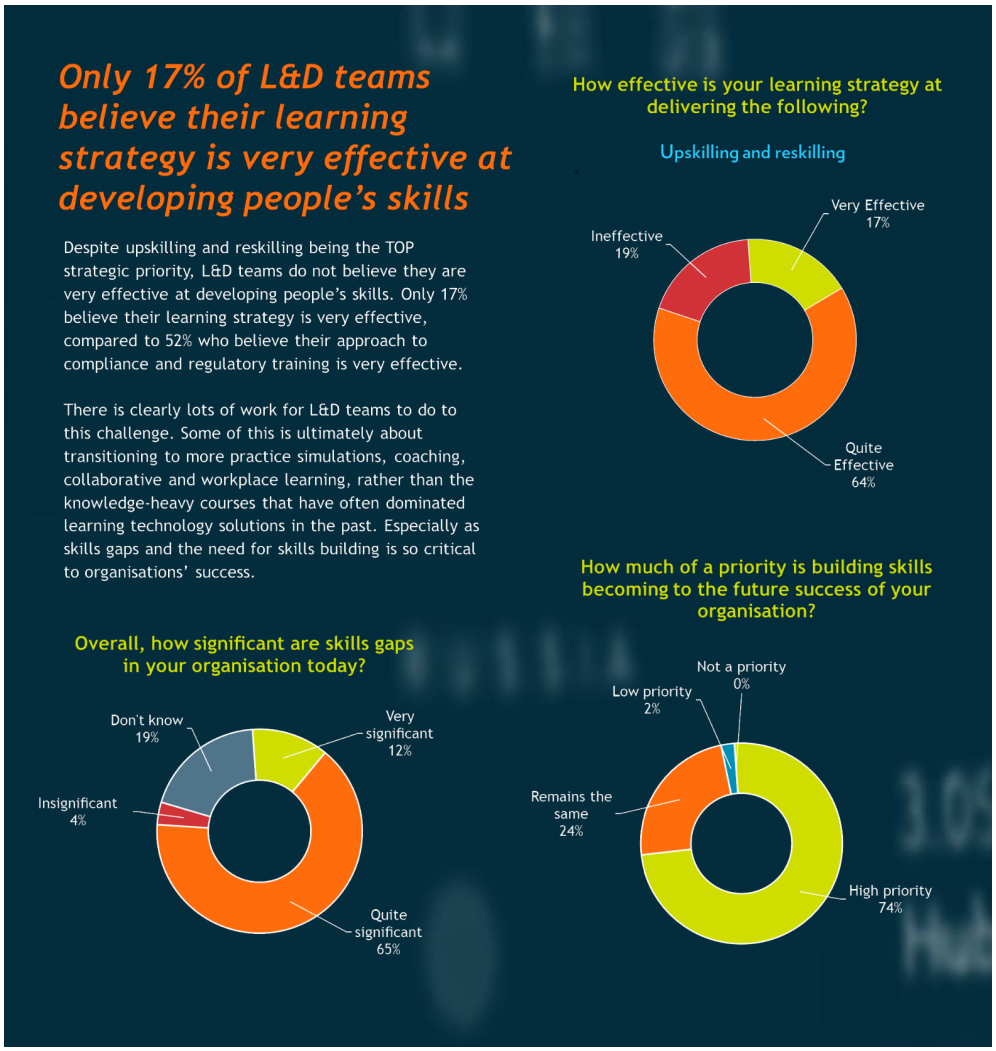

Figure 2:

Not only is skills practice the “Future of Learning” from a business perspective, but it is also essential for the “Future of Skills” itself. For example, The World Economic Forum has indicated that 44% of the workforce will need significant upskilling over the next five years (Figure 3). This represents a dramatic need for a new and better approach to upskilling as addressed by platforms such as SimGate.

Notably, the Top 10 skills “on the rise” are ones that are oriented towards higher-order cognitive skill development. These are skills that are uniquely human, and that cannot be developed without significant human experience. Simulations, not traditional learning, are the ideal form of learning for creating those experiences.

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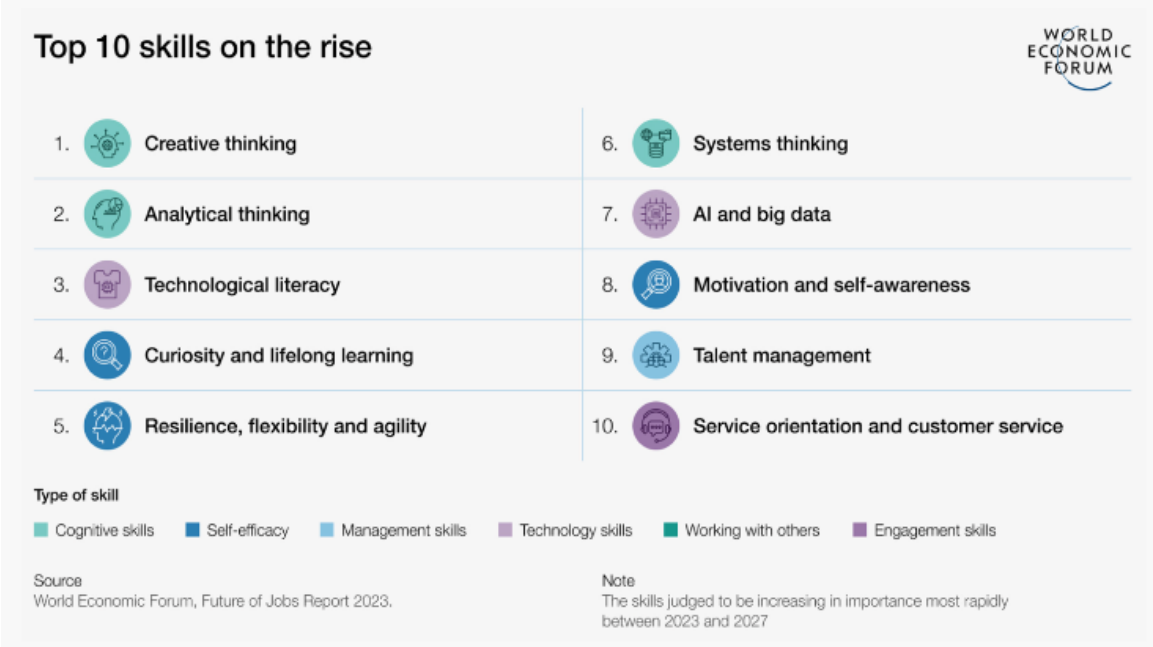
Figure 3:



How does practicing skills help people learn and apply their knowledge?

In a skills practice learning experience, unlike traditional learning, learners are asked to synthesize multiple pieces of information from different sources and perspectives, and then use that information to make some type of decision or perform some type of action that yields consequences. From there, learners evaluate and analyze the downstream impacts of their decisions, and then use that experience to inform the next decision as they move forward through the learning process.

By engaging directly in real-world learning scenarios, learners apply their knowledge, apply their current skills in live-time, receive immediate feedback, reflect on their actions, and identify areas where they can develop further. The combination of hands-on experience with thoughtful reflection maximizes the effectiveness of the learning process, promotes more profound understanding, and enhances the transferability of knowledge and skills to on-the-job application.

These types of simulated learning experiences are the ideal form for addressing the Future of Skills that the World Economic Forum has surfaced.

TESTIMONIALS

The Regis Company has served more than 25 Fortune 500 companies and 1.2 million learners across six continents.

Learning leaders consistently give feedback that their learners find SimGate solutions to be highly engaging and effective.

One of the largest clients is **Deloitte**, a winner of several Brandon Hall Group HCM Excellence Awards. The underlying technology for some of those award-winning programs was designed, developed, and deployed on the Regis SimGate platform.

It is Deloitte's policy to not list vendors in their award submissions, so Todd Bouldin (tbouldin@deloitte.com) can confirm the SimGate platform has - and continues to be - used to develop and deploy their solutions with highly positive results.

Here are a few more examples of what learning leaders say about the value of skills practice learning built with SimGate:

Consumer Products

"Wow! This is the most realistic training simulation I have participated in during my time with [the company]. The scenarios, options, trade-offs, impacts, etc., are exactly what I encounter with our [business initiative]. It appeared to me that while there is no "right" decision, there are clear trade-offs and impacts to whichever initiative and approach a participant selects. Incredible work and so excited for the rollout!"

"This tool is super intuitive."

Regis Service Delivery Partners (Designers)

"I love the tool's flexibility, the power to make things as complex/simple as needed, and UI/UX that has designers in mind."

“ My key takeaway from using ReX is that a tremendous amount of work can now be done in a fraction of the time.”

“Using ReX quickly helps generate draft content. The tool empowers me to do what I love – design – not researching and writing from scratch. Good stuff.”

Pharmaceutical

“The overall UI is learner-centric. User navigation is easy and simple to follow through the [design] steps.”

CX Technology & Services

“Most platforms out there would have a very rudimentary, primitive solution piece, maybe three, four, or five questions, the pain points, the audience, and that's it. Then, they would tap into a large language model and start producing content. Now, your solutioning piece is extremely detailed, which we really love.”

Healthcare

“Using the platform, we can see how our leaders perform under stress, and how they collaborate. More importantly - we can see them gain real-world skills.”

Consulting (Big 4)

“I’ve been involved in the design, development, and delivery of numerous courses in my 25 years with the firm, and The Regis Company offers the most progressive solutions I’ve been involved with. Our learning programs through Regis have the potential to have the greatest impact on our teams and our business, and are the cornerstone for future course development as we develop in key areas.”

Global Logistics

“This learning experience gave our team real-world experience through powerful scenario-based learning.”

Professional Services

“In 25 years, I’ve never seen this high a level of energy from a group of participants. You wonder at times if you’ve reached a group—if they took anything away. These responses are reassuring me that this team created/delivered something special.”

Innovation

MAKING SKILLS PRACTICE LEARNING SCALABLE AND AFFORDABLE WITH POWERFUL PLATFORM AND AI TECHNOLOGY

There are ***two*** interrelated yet independent innovations in SimGate.

Innovation #1: SimGate makes simulation-based learning more affordable and scalable than ever.

When considering various types of solutions for upskilling in the enterprise, learning leaders need effective, engaging options that optimize speed to performance and maximize ROI. The ideal solution is one that is both highly effective and affordable (Figure 3).

However, most traditional learning models are built to simply present information, leaving learners wanting and needing much more. L&D leaders want new, innovative learning options that engage their learners and drive lasting change.

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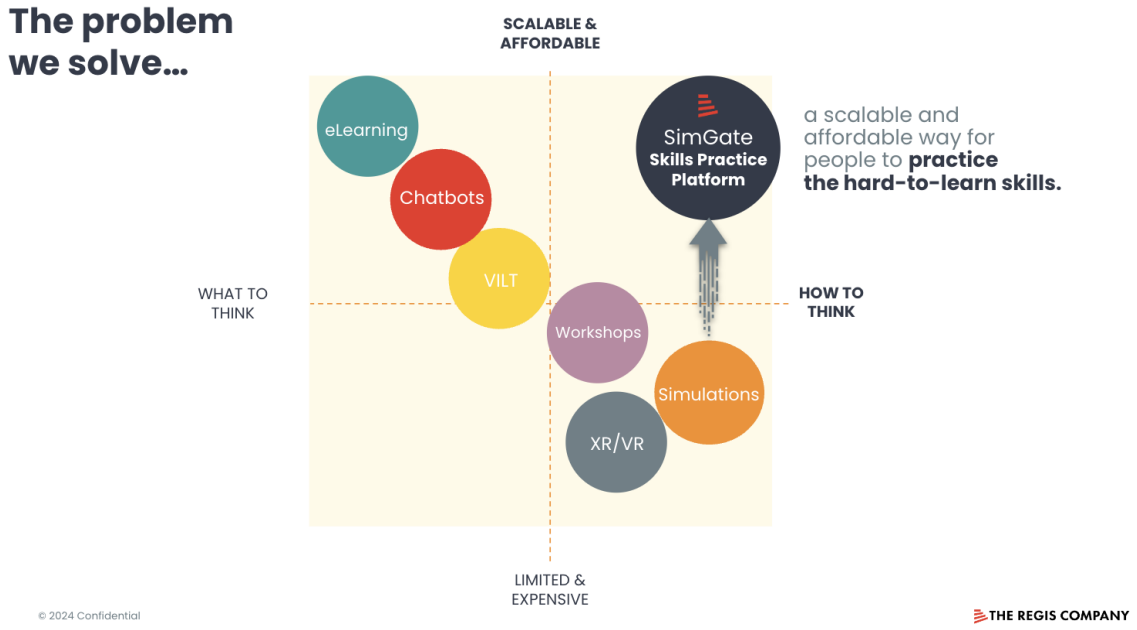
Figure 3



The Regis Company has created *the first end-to-end, scalable platform for designing, developing, deploying, and managing learning that simulates real-life scenarios for effective skills practice*.

Many learning providers deliver part of the solution, from authoring to assessments, but SimGate provides the full suite of capabilities that enable scalable, affordable, effective, and fast development and delivery.

SimGate runs in harmony with existing learning ecosystems to provide skills practice learning at scale. Traditional eLearning is optimized to teach participants *what* to think, SimGate was built to educate participants on *how* to think in dynamic situations with dynamic impacts. This experiential learning can be used for both developmental learning and assessments that focus on engaging participants in practice, and grow their skills to solve real-world problems.

The SimGate Platform

SimGate consists of four powerful components: ReX AI, SimGate Portal, SimGate Studio and SimGate Dashboard.

- **ReXAI Co-Pilot** transforms the instructional design process by automating and augmenting the creation of learning content. It guides designers through structured questions to generate best-in-class skills practice scenario-driven simulations, including storylines, case materials, characters, and activities.
- **SimGate Studio** ReXAI content can be exported straight into the SimGate Studio. **Studio** includes a proprietary rapid authoring tool, design templates, and integration with third-party AI tools, which enables users to **easily create, edit, update, and adapt courses.**
- **SimGate Portal** provides enterprises with the **ability to share, organize, and duplicate learning experiences** within their organization.
- **SimGate Dashboard enables easy, elegant deployment and control of simulations.** An administrator can access and manage all programs and users from the dashboard, as well as deployment schedules, facilitators, and report output.

SimGate details, including its many differentiators, will be explained in the next section.

Innovation #2: Using AI to make skills practice learning engaging and faster to build.

SimGate is equipped with a range of AI-driven features that make learning more effective and easier to create. Here's a breakdown of the key features and functionalities:

- **AI-Powered Co-Authorship:** In combination with SimGate Studio, ReX AI enables rapid development of scenario-driven simulations, eLearning, and other design methodologies. Tasks that once took months or weeks can now be completed in days or hours, allowing organizations to deploy scalable and effective learning solutions quickly and cost-effectively. The introduction of Generative AI models for learning creation is powerful, ReX AI has reduced design and development costs by up to 90%, SME costs by at least 50%, and asset creation costs by 75% (Regis 2023) (Chapman

2010). Additionally, designers get to focus their efforts less on content and asset creation and more on ensuring alignment of business outcomes and learner feedback.

- **AI-Driven Characters:** Learning simulations are powered by stories and characters, and now SimGate provides designers access to over 100 AI-driven characters. These characters can be used in videos without the need for real actors or voice-over artists. This integration feature helps in creating rich video content more efficiently leveraging the best of Synthesia and Coloyssan avatar technologies.

- **Text-to-Video Generation:** Learning designers can input text for these characters, and the AI technology within SimGate will generate a video of the avatar based on the provided text. This integration through Pictory eliminates the need for traditional video production and post-production processes by leveraging royalty-free “b-roll” video and voice overs for uses including explainer videos, case study overviews, setup instructions for the experience, or other instructional video needs.
- **Customization:** Designers have the flexibility to customize the generated videos by adding background graphics and overlaying a soundtrack. This allows for richer experiences and employer branded content.
- **Learning Flow and Storyline:** AI prompts within SimGate’s ReX tool can serve as a starting point for designers to establish the flow and storyline of their learning experiences. This functionality in SimGate Studio helps streamline the prototype development process and saves designers a significant amount of time while leveraging high-quality design prompt outcomes
- **Company-Specific Learning Topics** - SimGate’s AI tools allow for designers to add their own information to the AI for purposes of generating learning content. By referencing specific documents and highlighting the sources of information, designers leverage previous frameworks, operation guides, or other materials which provide greater context to enhance trust. In both ways, designers can ensure the accuracy and reliability of the content, addressing common concerns about AI's potential for hallucination and content integrity. Uploadable could include product manuals, employee handbooks, white papers, or other internal documents.

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- **Translate and Tighten** - SimGate's AI tools empower designers to harness LLM capabilities for instructional excellence. From translation to any language, to tightening or expanding writing, summarization, actionable content creation, tone optimization, and clarity enhancements, these tools dramatically improve both the speed and quality of content creation. SimGate's AI transforms what was once unimaginable in authoring tools into a streamlined, creative process.

Designer and SME Interactions

Subject Matter Expert (SME) Instructional Designer (ID)

Transferring knowledge from a SME to an ID so that effective learning can be created is one of the **costliest** issues in the development of online learning for organizations each year in terms of **lost time, resources, energy and budget.**

Beyond cost reduction and overall efficiency in creating skills practice learning, one major benefit of these tools is to improve designer and SME interactions. The benefits of AI helping to generate content and stories quickly include:

- AI-generated content can serve as **rapid prototypes**. Learning designers can use these prototypes to convey their initial ideas to SMEs in a tangible format that can quickly be revised for greater impact.
- **Immediate visual representation** of learning designs helps SMEs better understand how the targeted learning outcomes will be addressed. This process makes it easier for SMEs to collaborate with designers to ensure

that scenarios accurately represent the subject matter. Designers can share drafts with SMEs, gather feedback, and implement changes rapidly.

- By reviewing AI-generated topic summaries, learning designers can quickly get up to speed on state-of-the-art practices in various topic areas to more **quickly get to higher-order conversations with SMEs** with unique perspectives.

Streamlining the Development Process with AI

Acronyms: Organization (ORG), Subject Matter Expert (SME), Experiential Learning Designer (XLD), ReX AI (REX), Simulation (SIM)

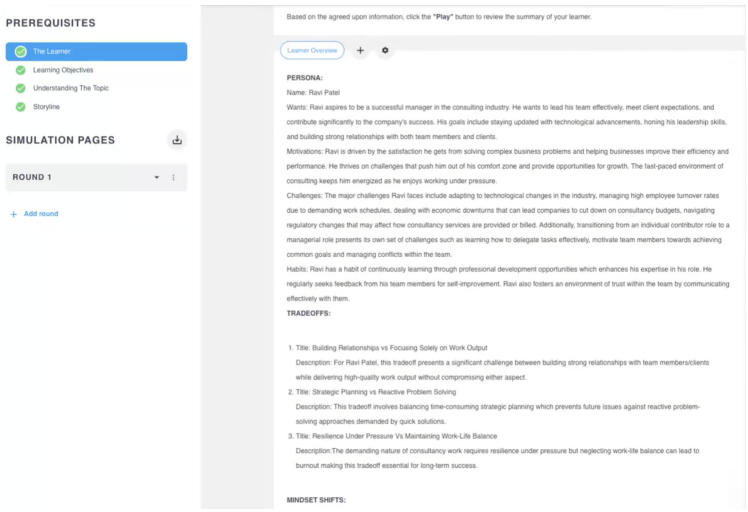
Step 1: ORG **captures** knowledge from SMEs in the most basic format (text) and provides to XLDs.	**Step 4:** XLDs **import** AI-generated SIMs into Regis SimGate Studio for editing purposes.
Step 2: XLDs **ingest** SMEs content into REX and choose what to utilize in the SIMs.	**Step 5:** XLDs provide SMEs with reviewer access to **validate** accuracy of content, make necessary changes and train REX to think more like they do.
Step 3: REX **generates** base-level SIMs, based on what the XLDs select.	**Step 6:** XLDs leverage Regis design principles and powerful SimGate platform to **develop** a truly immersive experience.

How SimGate's AI Content Co-Author Works

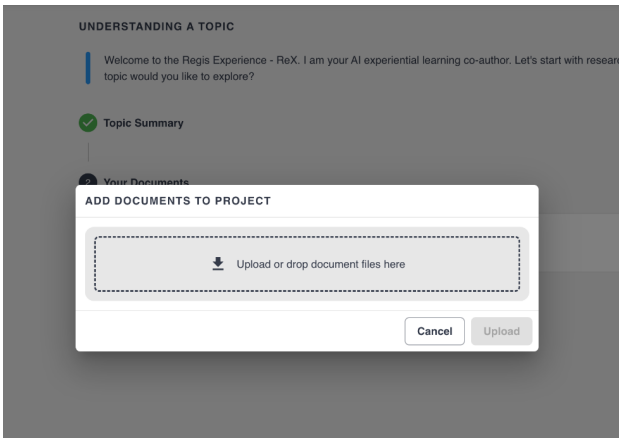
SimGate's AI content generation tools set, Rex AI, simplifies and expedites the learning design process, making it a valuable tool for instructional designers and content creators.

Rex is your Co-Author - ReX creates a first draft of content (on any topic) in minutes. Then, learning designers only need to review and refine the prompt results before moving on to the next one. In this way, designers partner with ReX to build the right content for a powerful learning experience. Steps include:

- **Understanding the Topic** - Entering a specific topic will generate the best results. e.g., “Systems Thinking for New Directors in a Global Firm”

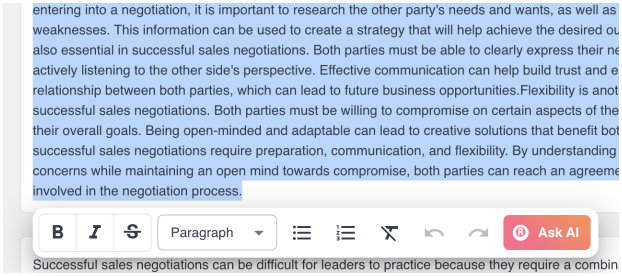


- **Adding Company-Specific Documents** - Use company’s unique methodologies, leadership frameworks, white papers, research, interviews, and information related to any learning topic. Upload company-specific documents so ReX can use them to inform content generation.

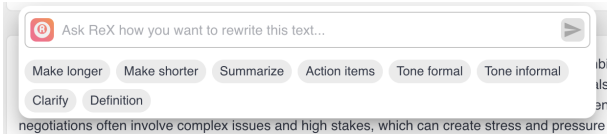


- **Save Docs Safely** - Organization IP is safe! ReX uses MS Azure cloud services to keep content secure and private. When uploading company-specific docs, designers can upload them to a personal project or share them with the whole company. Docs are then used to search against and create context for the AI outputs that create the instructional materials.

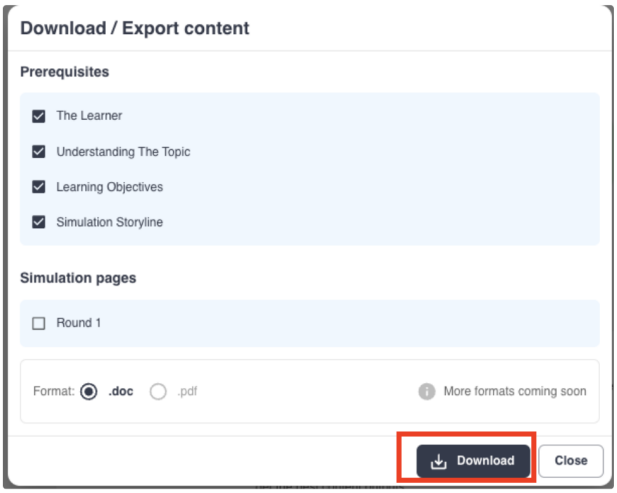
- **Edit the Results** - After ingesting all the necessary docs, ReX will generate a topic summary. As a co-author, a designer needs to vet and refine the text results because they will inform all subsequent content ReX generates in this project.



- **Use Embedded AI Helper** - On any generated content, highlight the text to view the rich text editor and click the Ask AI button to help you rewrite the text. Help includes summarizing the information, make shorter, make longer, clarify, define, create action items, etc.



- **Download Content from ReX** - easily download your crafted content from ReX into a convenient .doc format so you can seamlessly share your content with users (SME, stakeholders, collegues) outside of ReX for valuable feedback. Preserve a version of your work by saving a copy of your content whether for backup or simply offline access, downloading your ReX content ensures you always have your creations at your fingertips.



Unique Differentiators

SimGate is built with users in mind, including:

User-Centered Design

The SimGate platform is developed with a user-centered focus, including reviewing potential features through design, user testing, and field testing.

- Before building any new feature or component, a Regis XD team member interviews end-users and creates experiments to test concepts.
- Data gathered from the experiments evolves into a working prototype (no actual code is written, just the ability to click around the user interface).

- After the prototype goes through a series of reviews, it is provided to the software development team to review and do final optimizations before it is added to the product roadmap.

Industry UI Standards

Software development is based on UI standards and a pattern library where all components and templates have a consistent look, feel, and function, leading to an intuitive UI experience.

- SimGate interfaces follow the design standards outlined by Material UI (MUI).
- Using MUI, a Regis Design System was created and is used by the XD and Software Development teams to create all component interfaces throughout the platform.
- This pattern-based approach not only streamlines design and development it ensures users have a consistent experience no matter if a user is a participant or an administrator.

Accessibility

Accessibility is front-of-mind for SimGate design and development, from the ease of access to WCAG accessibility requirements and guidelines.

- Participants, coaches, facilitators, and administrators all access SimGate through a web browser.
- Interfaces are responsive, so tablets and smartphones work as well.
- Additionally, SimGate meets WCAG 2.1 and ADA accessibility helping to ensure greater inclusion for all.

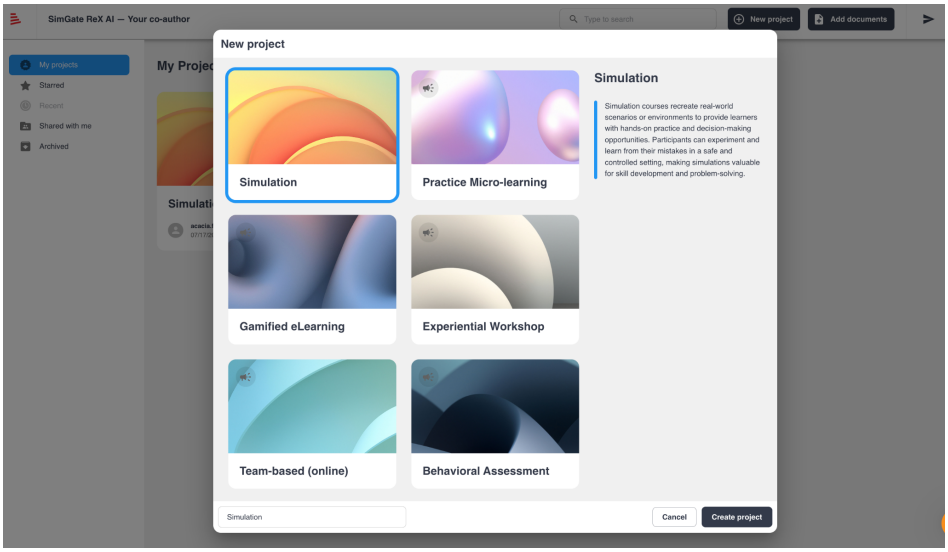
Rex AI-Design Co Author- Features & Benefits

ReX AI is the market's most comprehensive and effective AI-powered learning design and development tool. The product stands out from its predecessors and competitors through its power to impact the construction of learning, leveraging a large language model to assist in content creation.

ReX incorporates years of design thinking, streamlining the process of creating engaging scenarios. The product eliminates the complexity of generative prompt chains, leading to a selective set of design questions that yield meaningful results and making it user-friendly. The product's unique combination of market differentiated features ensures that ReX AI delivers superior learning experiences while addressing common challenges in instructional design.

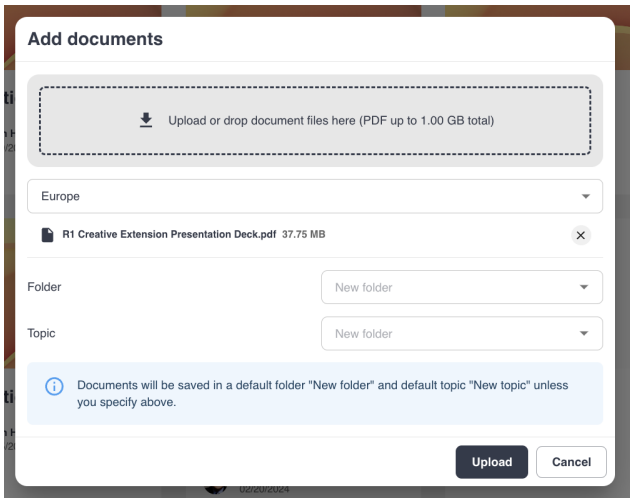
What makes ReX AI stand out in an ever-growing crowded market is its seamless integration of AI-driven content creation, real-time contextual verification, and the output to a powerful authoring tool for delivery. For this moment in time, when hyper-innovation rules the day, ReX elegantly balances automation and augmentation for the learning designer. This provides the right blend making ReX AI both innovative and trustworthy.

Key Differentiating Features in ReX AI

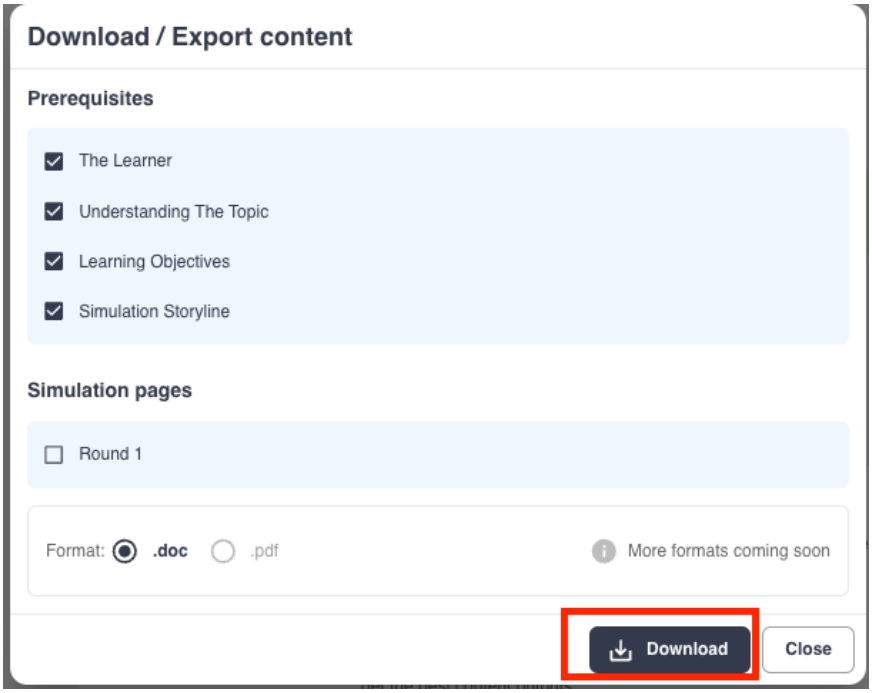


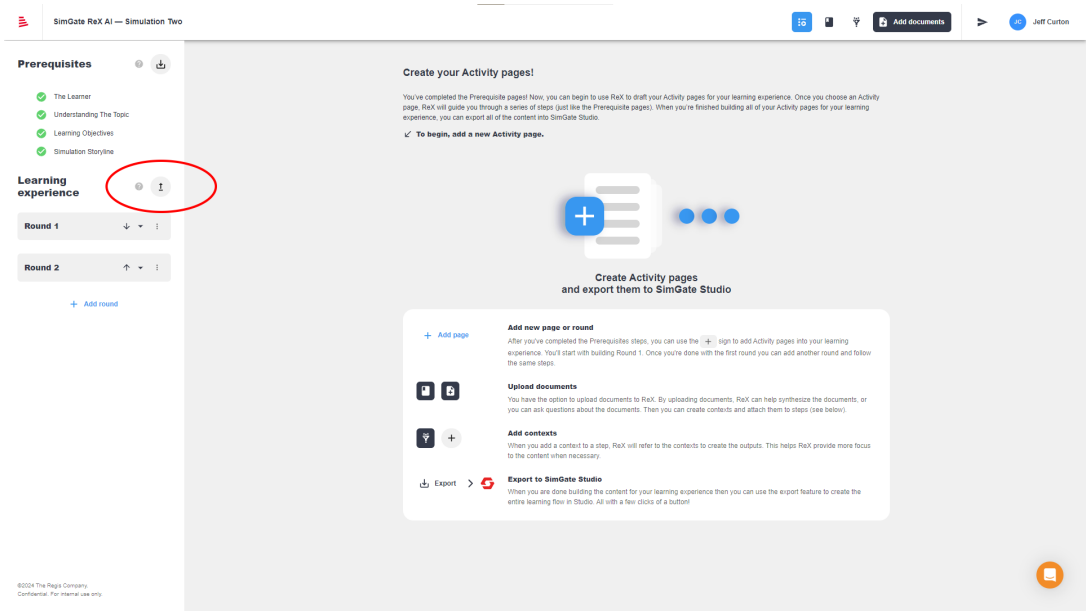
Project Templates- Design across modalities. ReX includes AI templates for simulations, practice-based microlearning, gamified eLearning, experiential workshops, team-based learning, online team-based learning, and behavioral assessment.

Add Documents-
Import pre-existing documents and collateral to include in the design.

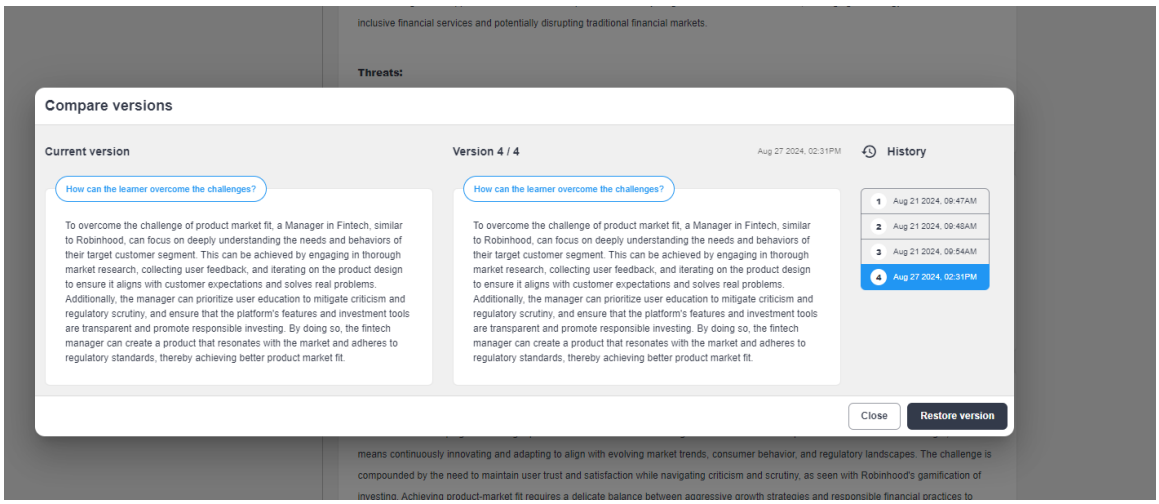


Content Download/Export- Download ReX AI co-authored design to a device or export directly to SimGate Studio.

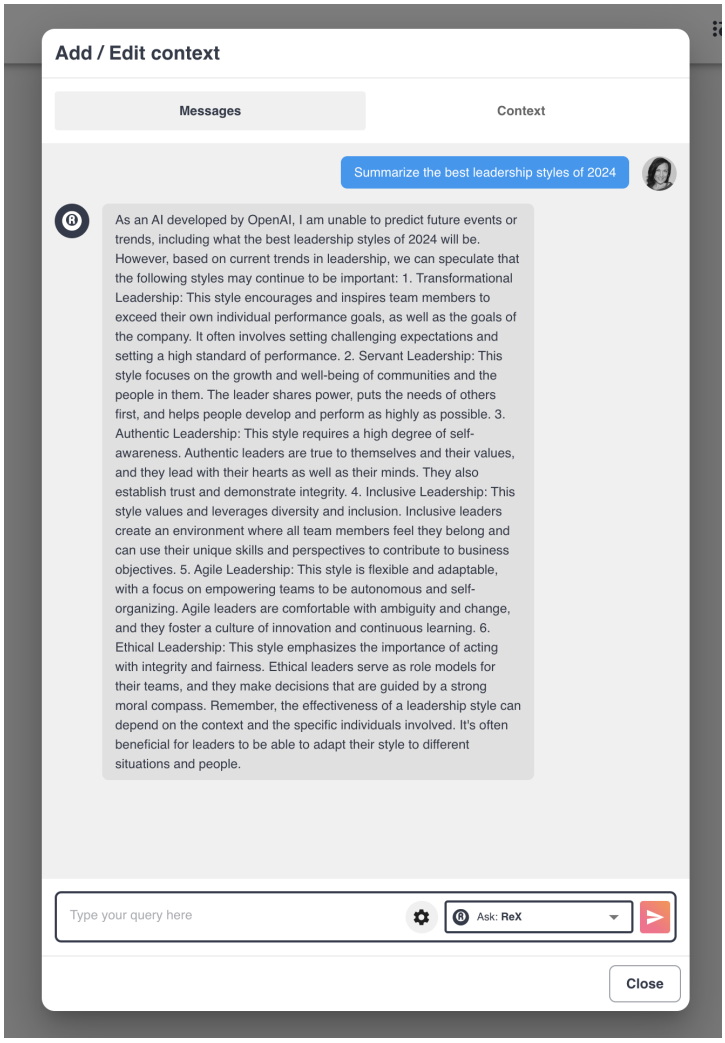




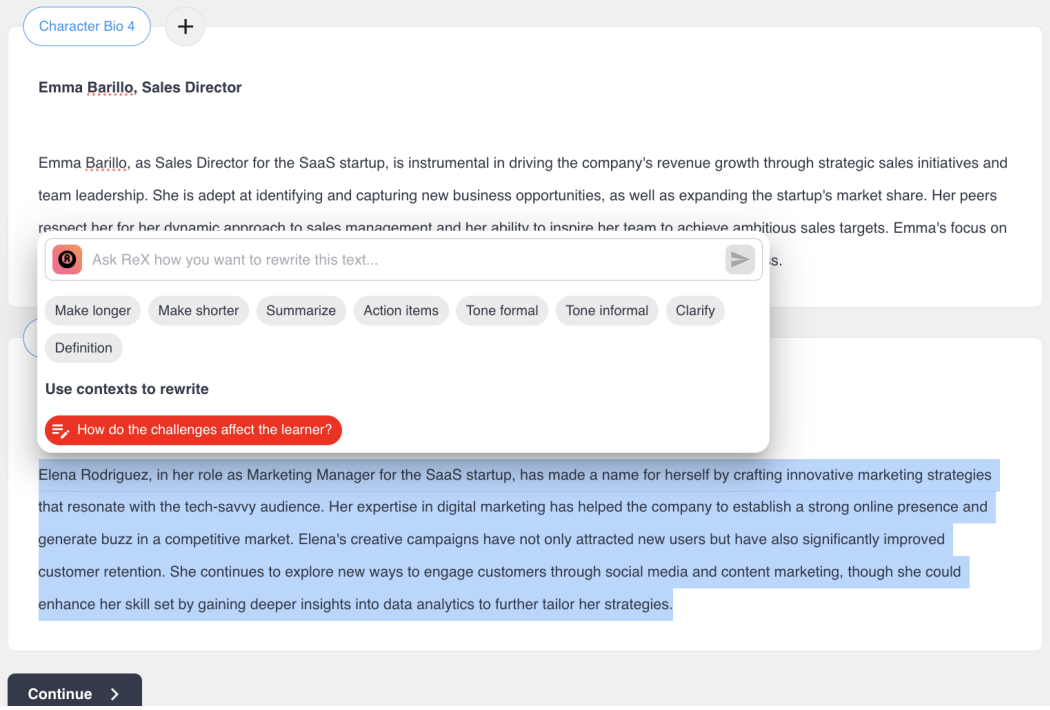
Content Versioning- Regenerate outputs to improve or further customize your content. Users can see previously generated versions of content, so they can always return to a previously generated version.



Context- When a designer adds contexts to a step, ReX AI will refer to it to generate its outputs. This helps ReX provide more tailored content focuses when necessary.



Chat- allows the designer to cue ReX to improve the generated content for variables such as length, tone, or clarification.



Reference Highlight- Allows the ReX author to see where in a document ReX is referencing information in order to answer questions in the ReX chat.

Private and secure- ReX AI employs guided prompting and document-specific context setting, ensuring that AI-generated content is accurate and reliable. This approach mitigates concerns about AI hallucinations and enhances the credibility of the content. A Regis Company AI buyer survey indicated that 69% of respondents emphasize the importance of robust data security and protection when adopting AI tools (2024).

Differentiation in the L&D Market

Industry Landscape:

As the need for upskilling and reskilling becomes increasingly critical in the face of AI-driven job automation, ReX AI provides a timely solution. It enables L&D

professionals to quickly generate content for any topic, helping organizations address skill development on a global scale. 83% of organizations plan heavy or moderate investment in upskilling and reskilling the workforce, this year alone (Brandon Hall Group™ Study, HCM Outlook 2024).

Focus on Instructional Designers:

ReX AI empowers instructional designers by making them central to the content creation process. Designers have full control over the AI-generated content and can guide ReX AI's focus to ensure relevance and accuracy. This approach alleviates concerns about job displacement and emphasizes the importance of human creativity and expertise.

Brain-Science Driven Learning:

ReX AI's emphasis on understanding the learner and contextualizing content improves learning retention and engagement. By tailoring content to the learner's industry, culture, and challenges, ReX AI ensures that learning experiences are relevant and impactful.

Cost and Time Efficiency:

ReX AI significantly cuts the costs of design and development, streamlines collaboration between designers and subject matter experts, and accelerates the content creation process. This efficiency allows organizations to deploy high-quality learning solutions quickly and cost-effectively.

SimGate Studio - Features & Benefits

Templates

- The Regis Company has curated years of custom simulation design to create building blocks (**templates**) that can easily be added or modified to address a wide and growing range of learning objectives.
- With these templates, users can:
    - Streamline **content creation**, thus reducing the impact on subject matter experts and instructional designers

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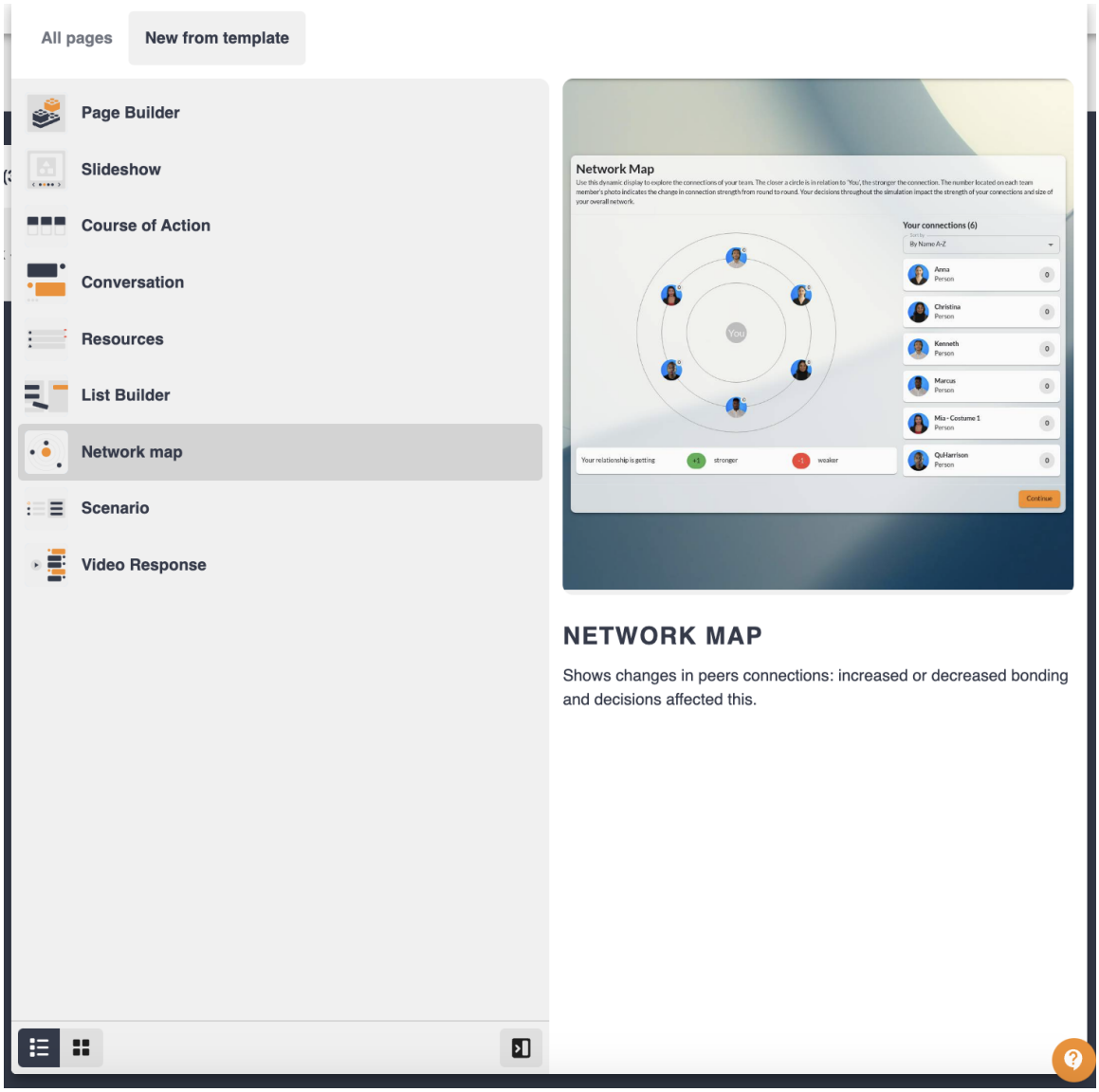
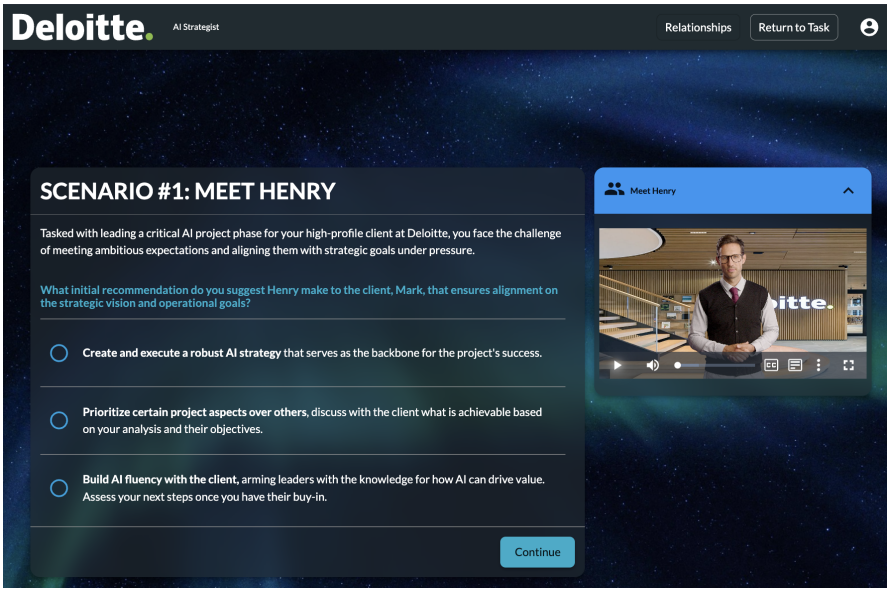
- Quickly **assemble** a skills practice experience that creates insightful feedback for the learner
- **Capture clicks and decisions**, which are then used for branching, feedback, and scoring, and reporting

Visual Example: Template Library



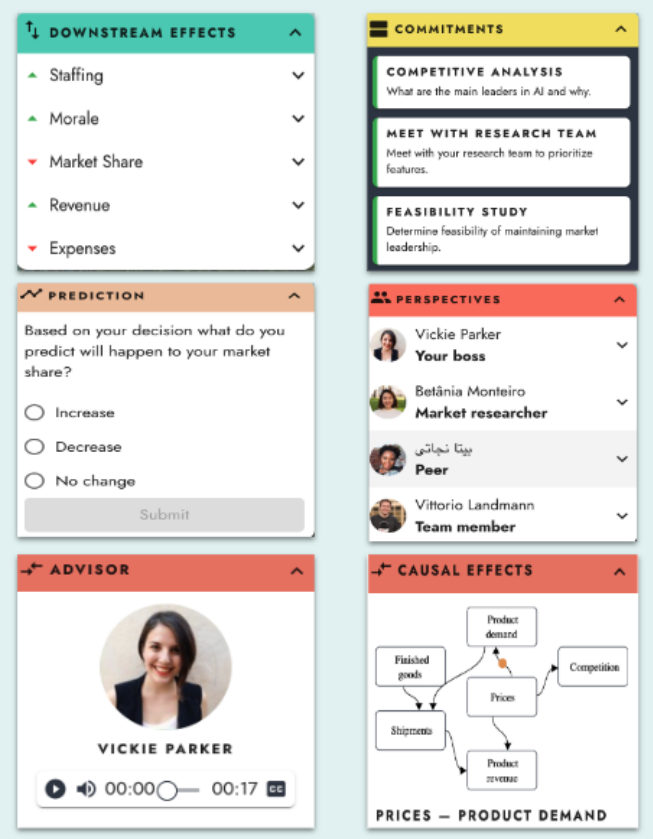
Template Extensions

- **Extensions** are powerful differentiators of skills practice design as they get participants to explore a new perspective, consider unintended consequences, evaluate the long-term effects, or just help participants "think about their thinking".



- **Custom extensions** can be added to provide real-time feedback as well.
- **Extensions enable users to**
    - Track clicks (e.g., which perspective did the participant select and not select)
    - Capture inputs to use in scoring, branching, and feedback and reporting
    - Add one or more extensions per skills practice activity
    - Customize response for each extension
    - As a result, participants are challenged to think about their responses, increasing the richness (interactivity) of the learning experience. In this way, organizations can capture another level of data to provide insights into the participants' decision-making.

Visual Example: Template Extensions



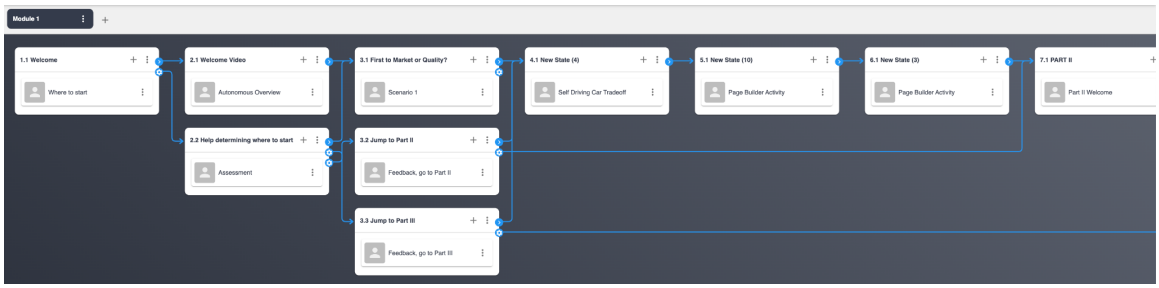
Adaptive Learning

- As a technology-based, interactive training method, adaptive learning is **data-driven**, analyzing a learner's performance and capability in real time and modifying the learning content based on that data. Through artificial intelligence and machine learning techniques, the training is "adapted" to the learner based on their individual needs.
- SimGate leverages adaptive learning to create **powerful, personalized learning experiences**, leading to faster learning that sticks.
- Adaptive learning features include:
    - Branching Types
        - **Linear** - used to create branching scenario simulations

- **State** - used to create adaptive learning
- **Remediation** - used to redo a previous section or activity

- Branching Triggers
  - Any inputs captured by an assessment, eLearning, or simulation can be used to determine where to guide participants
- Tracking
  - **Visited** - has the participant visited the branch
  - **Visited count** - how many times has the participant visited an activity
  - **Inputs and clicks** - capture all decisions, rationale, and responses

Visual Example: Adaptive Learning

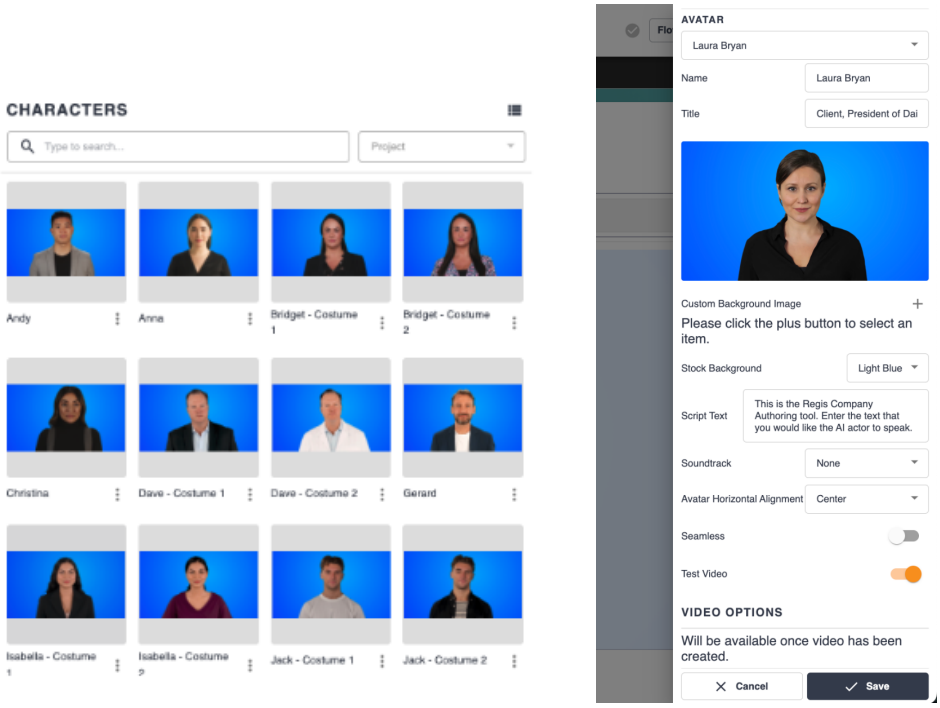


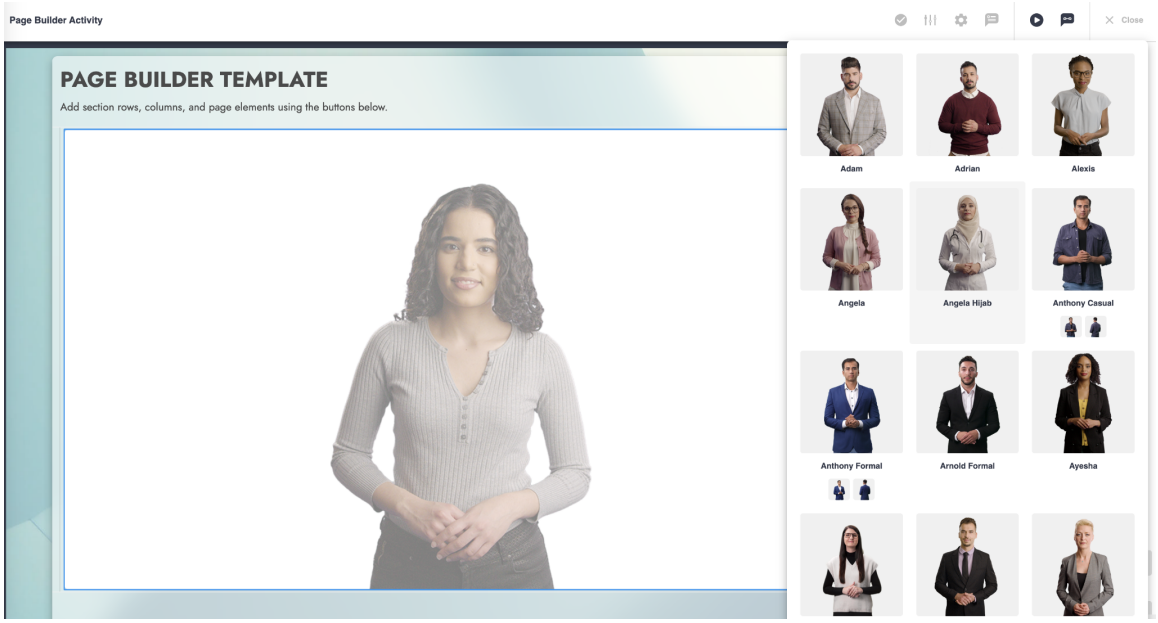
AI-Driven Avatars

- In the SimGate Skills Practice platform, customers can choose from **over 100 AI-driven characters** to develop rich video without the need to invest in actors, voice-overs, or post-production.
- Once a character is chosen, users can type in text and generate a video with minutes. All videos have closed captions for accessibility.

- Avatars help instructional designers accelerate the design process and reduce costly video and audio development. Each video can be customized with background graphics and an overlay of a soundtrack.

Visual Example: AI-Driven Avatars and Smart Technology





- Avatars can be customized with a variety of options such as character, name and title, custom or stock background images, voice and accent, text-to-script capabilities, scenes, switching between characters or views for a polished look, soundtracks, screen alignment, closed captions, and video control options for the end-user after the avatar is generated

---

AI Text-to-Video Creation

- In the SimGate Skills Practice platform, customers can create dynamic introduction videos or business cases to set the stage for learners, showcase topical information, cater to different learning styles and accessibility with multi-media content, or personalize videos to roles, regions, or industries by leveraging the SimGate integration with Pictory AI Text-to-Video option.
- Videos can be maintained easily and re-rendered as required, keeping these assets fresh and relevant. This saves time and resources, is simple to use, delivers professional quality through millions of video clips or the option for designers to upload their own video clips for integration into the final product.

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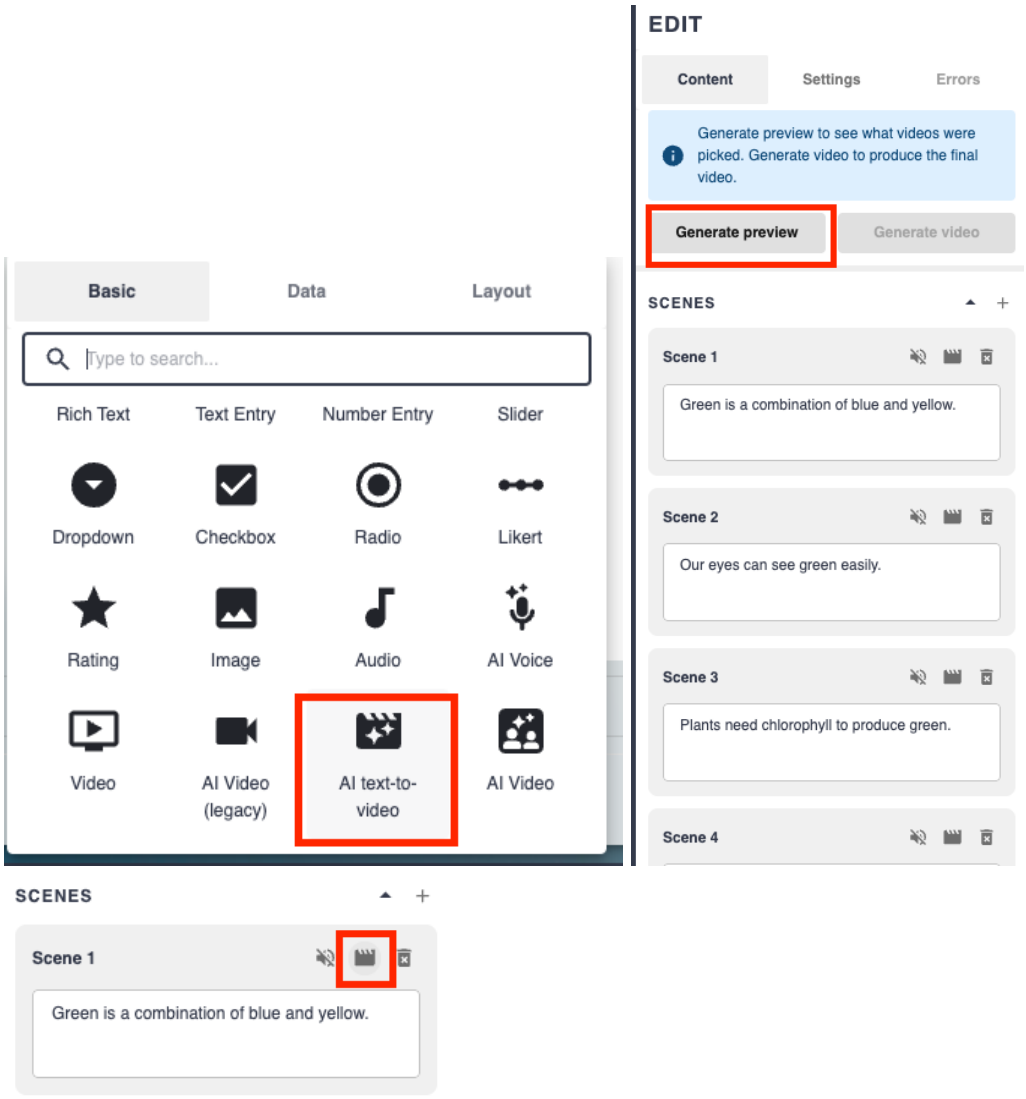
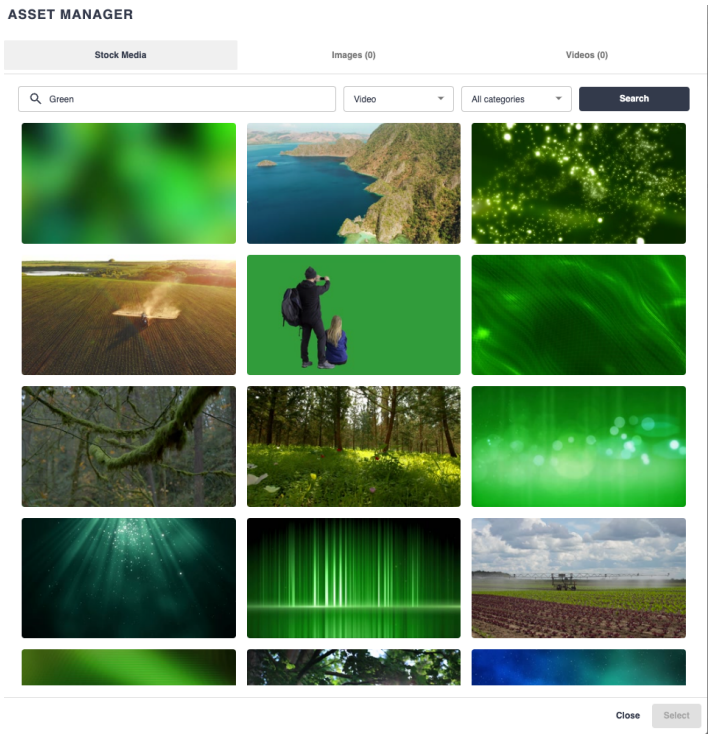

Basic
Data
Layout
Type to search...
Rich Text
Text Entry
Number Entry
Slider
Dropdown
Checkbox
Radio
Likert
Rating
Image
Audio
AI Voice
Video
AI Video (legacy)
AI text-to-video
AI Video
SCENES
Scene 1
Green is a combination of blue and yellow.
EDIT
Content
Settings
Errors
Generate preview to see what videos were picked. Generate video to produce the final video.
Generate preview
Generate video
SCENES
Scene 1
Green is a combination of blue and yellow.
Scene 2
Our eyes can see green easily.
Scene 3
Plants need chlorophyll to produce green.
Scene 4


ASSET MANAGER
Stock Media
Images (0)
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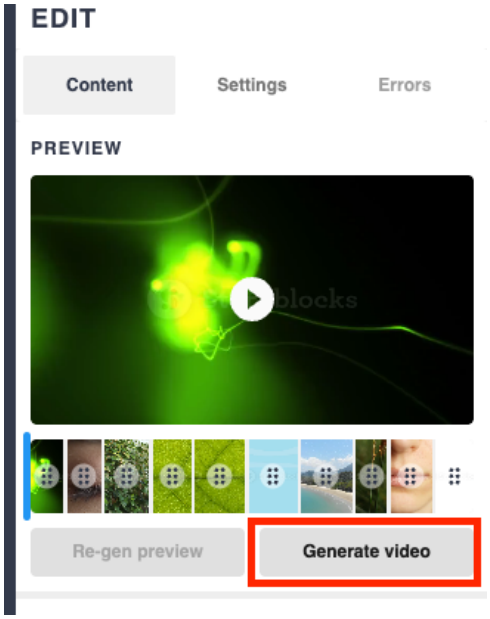
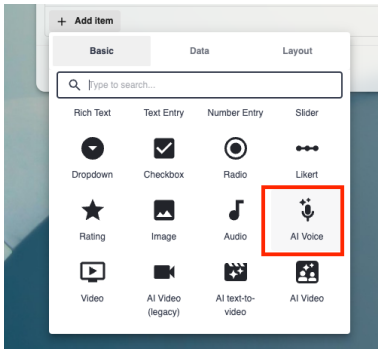
Green
Video
All categories
Search
Close
Select

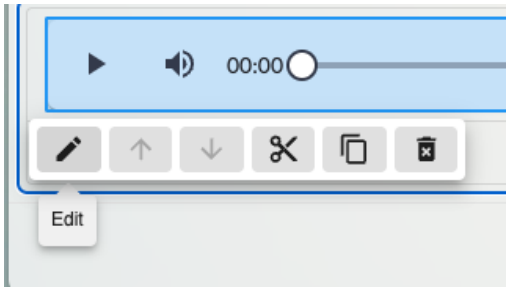

EDIT
Content
Settings
Errors
PREVIEW
Re-gen preview
Generate video

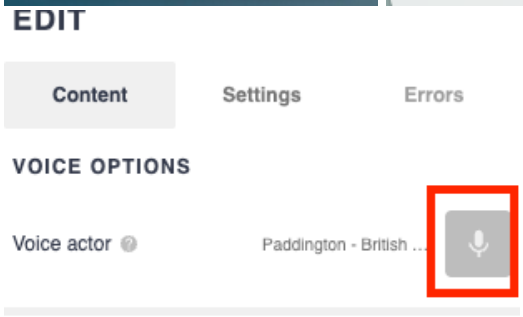
AI Voice Library

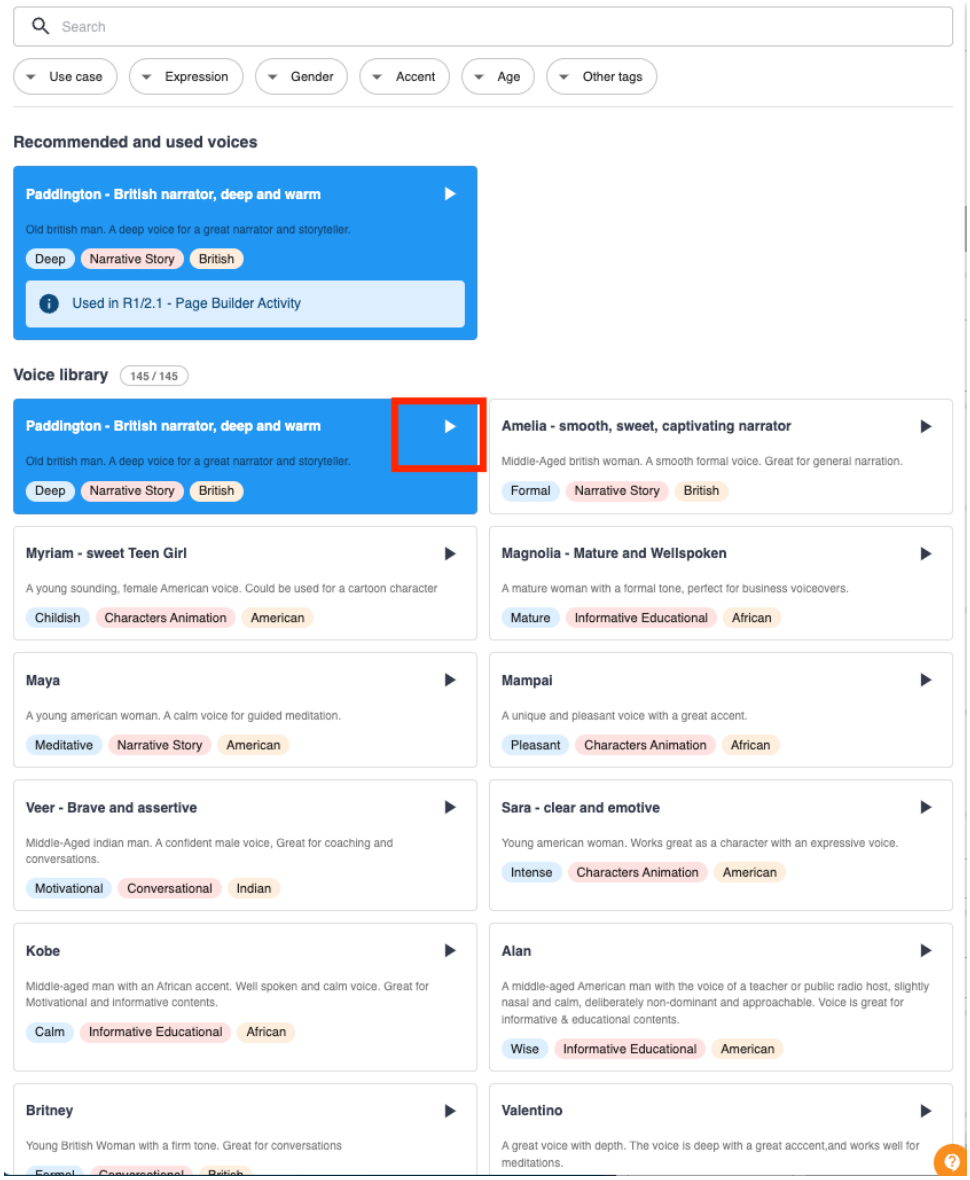
- In the SimGate Skills Practice platform, customers can enhance their courses with lifelike AI voices. This library elevates learning with immersive, personalized, and interactive experiences such as voice-over scripts, recording voice memos or voicemails for learners, and adding unique voices to avatar characters with a variety of voice options to choose from.

- These voices can be utilized in AI text-to-video, audio files, and to AI video. The voice library supports a text-to-speech model, which generates an audio output based on the script the creator provides. Creators can customize the audio by selecting different voice types categorized by gender, ethnicity and language (to name a few).









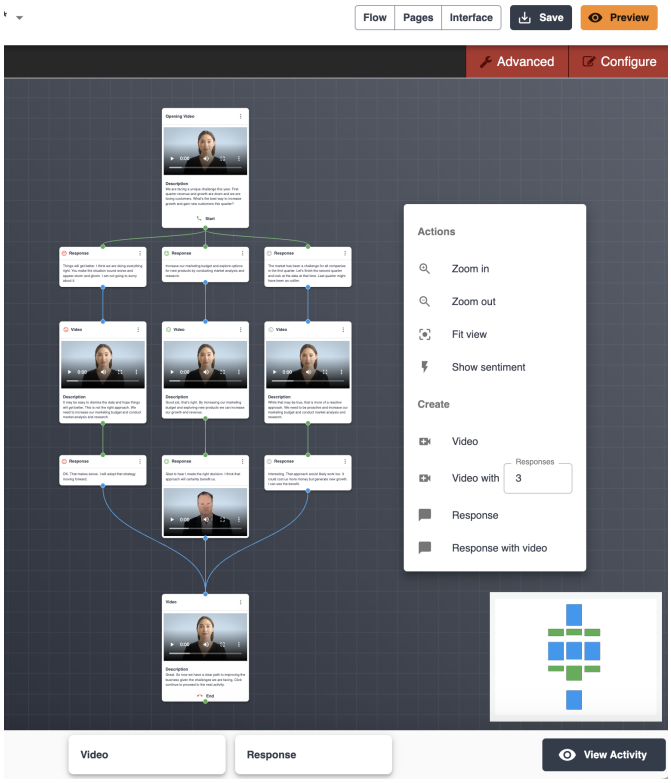
Video Branching

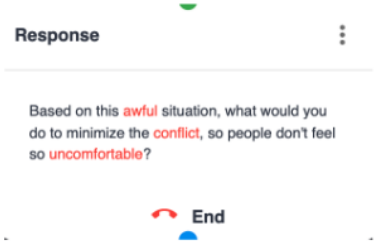
- Regis video branching is broadly featured to support the development of hard and soft skills.
- Users can:
    - Incorporate avatars or videos
    - Build simple linear or complex branching flows

- Toggle between editing and activity view
- View and interact with activity to test flow
- Track discrete decisions & path of learners
- Leverage built-in video & response indicators for tagging videos and responses (Good, Bad, Neutral, Correct, Incorrect)
- Accelerate design and development with powerful editing utilities
- Leverage robust real-time error checking & validation
- Built-in sentiment analysis technology available to check an instructional designer's writing for language bias (positive, negative or neutral).

- SimGate's video branching includes:
  - *Branch Tracking*
    - Visited - has the participant visited the branch (video)
    - Visited count - how many times has the participant visited the branch (video)
  - *Response Tracking*
    - Selected - has the participant selected the response
    - Viewed - has the participant viewed the response
    - Viewed Count - how many times the participant has viewed the response in a branch

Visual Example: Avatar Video Branching

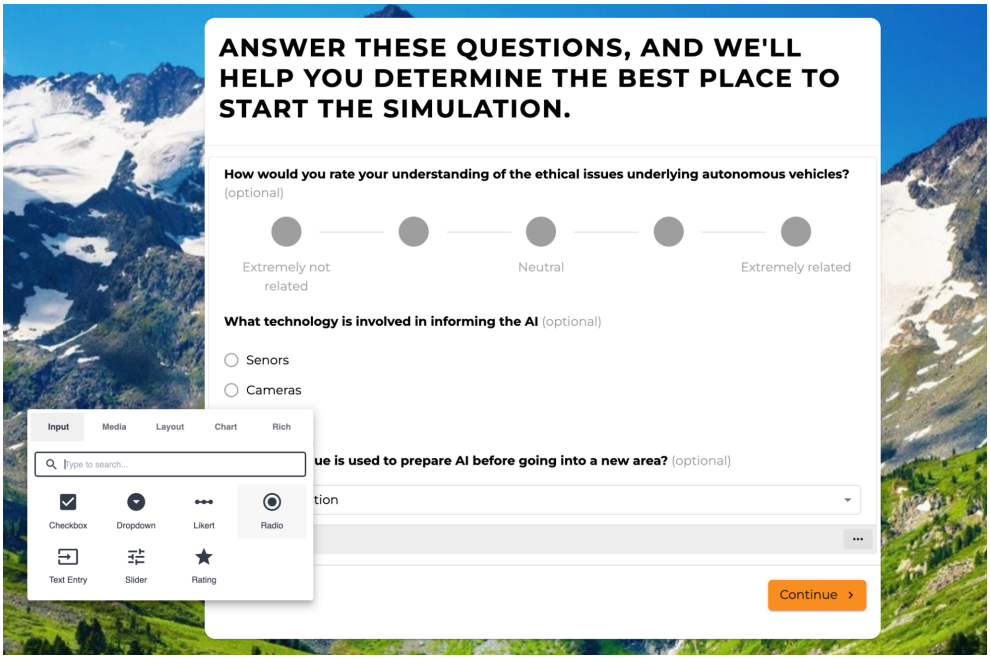




Assessments, Surveys, Questionnaires

- SimGate Studio has **built-in assessments, surveys, and questionnaires** that can be added anywhere in the skills practice experience. These tools create a seamless participant experience and enrich feedback.
- Users can easily incorporate
  - Knowledge and comprehension level assessments
  - Reflection instruments
  - Survey or questionnaires
  - Likert scales, checkboxes, dropdown, radio, text entry, slider, and rating questions.
  - Videos, audios, or avatars, incorporated into questions

Visual Example: Survey

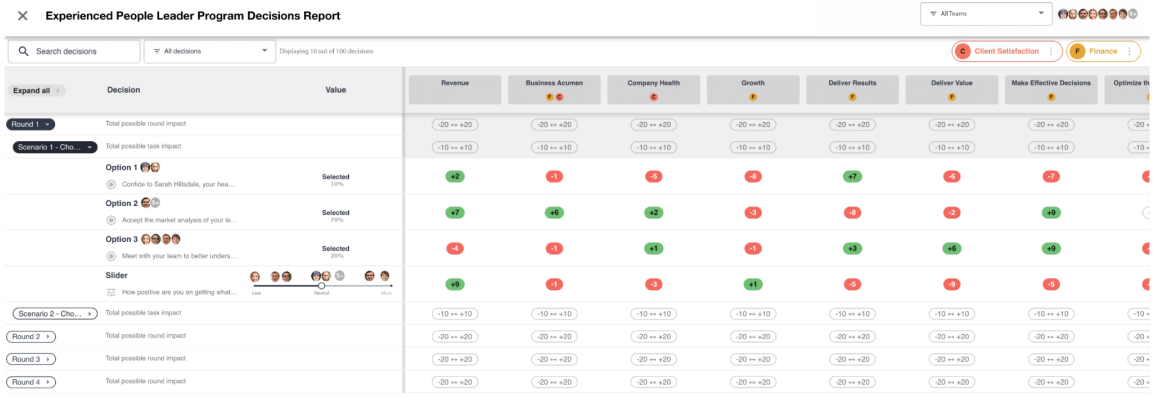


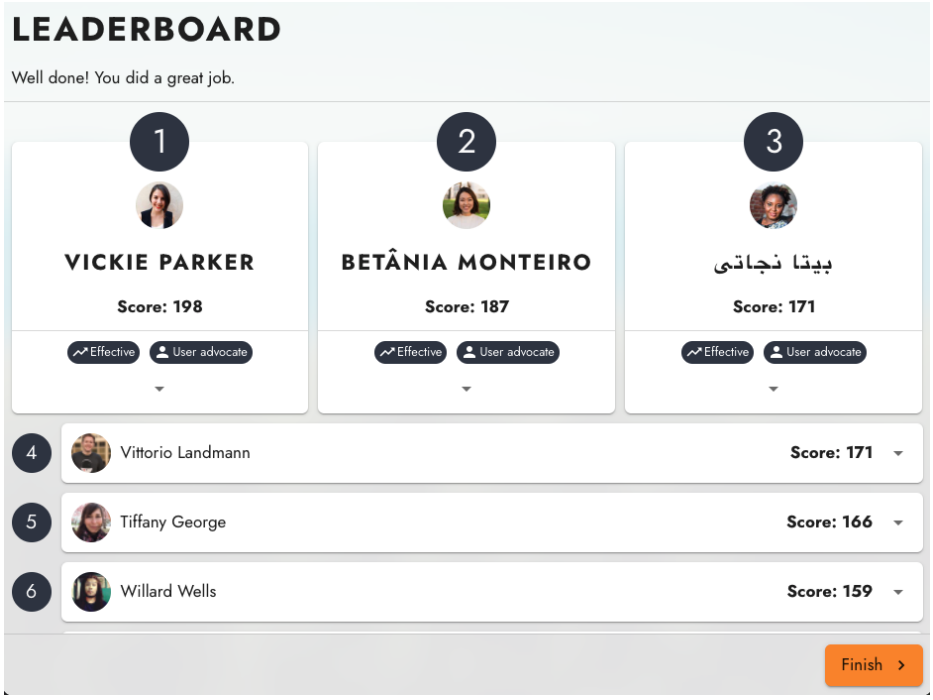
Behavioral Analytics and Reporting

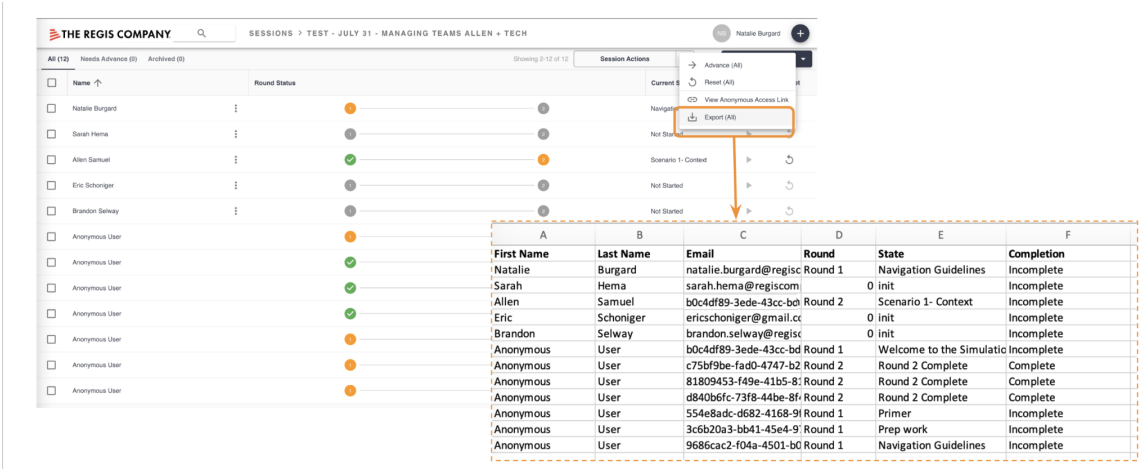
- Personalized Skills Practice generates the kind of data that can help organizations **understand how people are thinking under different situations**.
- Powered by **machine learning**, **behavioral analytics data** captured helps organizations see the impact the learning is having on knowledge transfer, behavior change, and performance improvement.
- **End-of-round performance** reports help learners see decisions made and their resulting scores.
- Facilitators and mentors can access **reports** showing all participants' decisions, answer keys, and in team simulations roll-up reports.

- **Leaderboards** are available for individual or team-based simulations when competitive pressures help drive engagement and learning.

Visual Example: Behavioral Analytics & Reporting





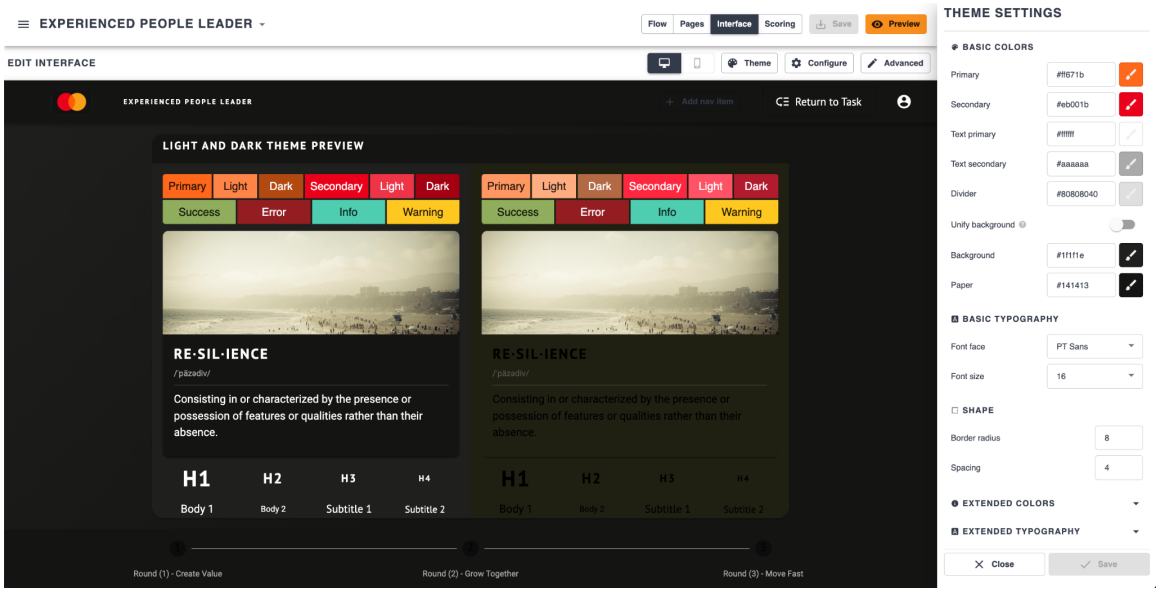


Interface & Theming

- The interface of each learning project can be customized with layout options (top or side navigation) and creative control over logo, header, content area, and footers.

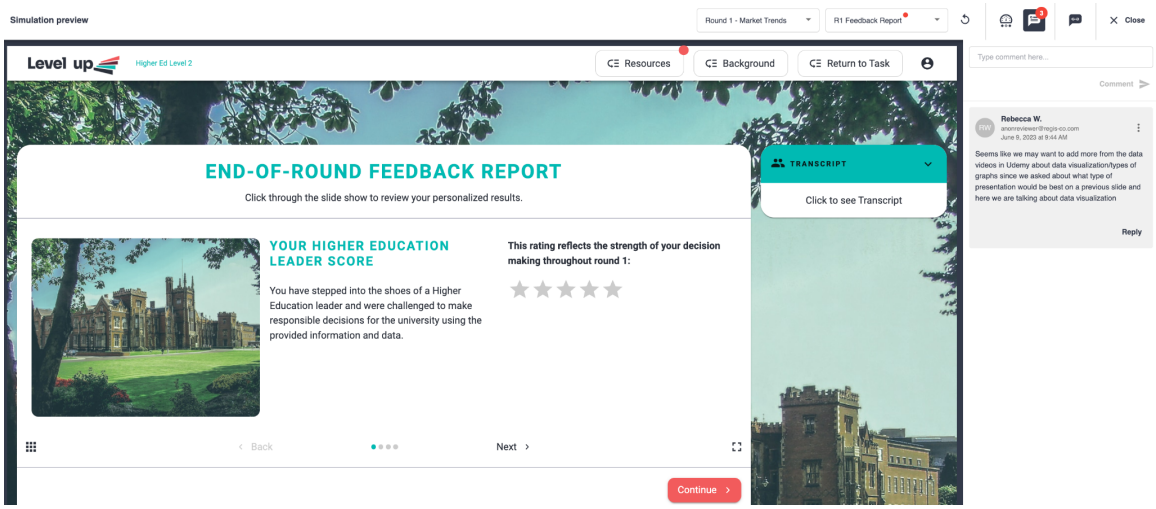
- Theme settings mean easy modifications to styles including colors and typography so simulations can be on-brand and kept relevant (increasing return of investment).

Visual Example: Interface & Theme Settings



Review features

- SimGate provides a Review feature for designers and SMEs to comment and exchange ideas about the simulation while in the design process.
- Review links can be sent to SMEs or other designers on the team who can then comment on individual screens.
- Designers and SMEs can exchange comments until items are resolved, allowing for workflow to be handled in SimGate instead of through external documents.



Flexible Delivery & Accessibility

- SimGate enables skills practice solutions that are **highly flexible** and can be built for virtually any size, format, or deployment path:
    - *Modalities*
        - Self-guided solo learners
        - Self-guided with rollup
        - Team-based
        - Cohorts
    - *Sizes*
        - From small workshops to large events
    - *Durations*
        - *From 5 minutes to days-long or weeks-long learning journeys*
    - *Delivery formats*
        - Remote, virtual, or hybrid delivery
    - *Deployment*
        - Deployed asynchronously or synchronously

- The platform can support tens of thousands of simultaneous users. The architecture is designed to auto-scale across additional servers if more capacity is needed.

Design Support

To complement skills practice learning creation and delivery, Regis also offers design support for its customers.

The Regis Company has traditionally supported customers through the process of consulting and learning experience design, from defining objectives to developing content to building simulations.

With the use of SimGate, Regis offers **design services** for customers who want guidance or thought partnership as they ideate their courses and develop their learning experiences. Given the easy, elegant design of SimGate, customers can now create and edit their own courses independently and leverage the Design Services for prototyping and authoring as needed.

SimGate Dashboard - Features & Benefits

This enterprise-level dashboard provides **access, authentication, session start/end dates, reporting, bulk upload of users, and team management**.

SimGate Dashboard is **role-based**, with access levels for facilitators, who have access to their specific courses, and administrators, who have full access. Administrators can modify access based on permissions.

In addition, the SimGate Dashboard provides services for **browser and screen-size detection, participant timeout, GDPR, data privacy and security, and 3rd party integration**. The dashboard and services make deployment and reporting of learning easy for learning leaders and administrators.

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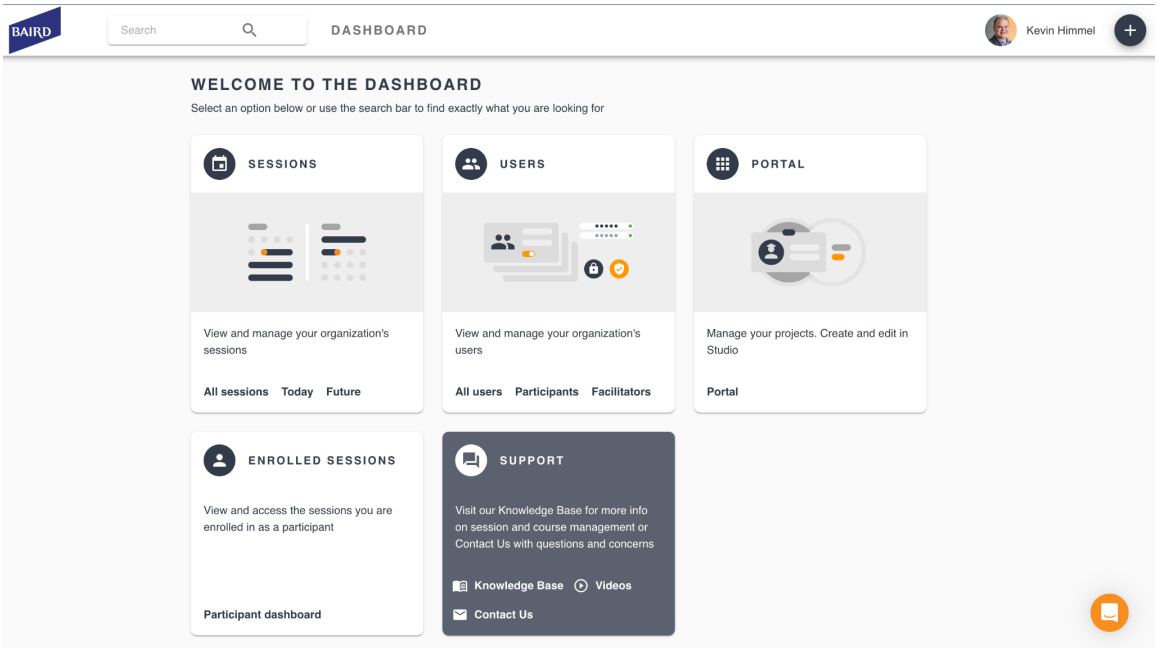
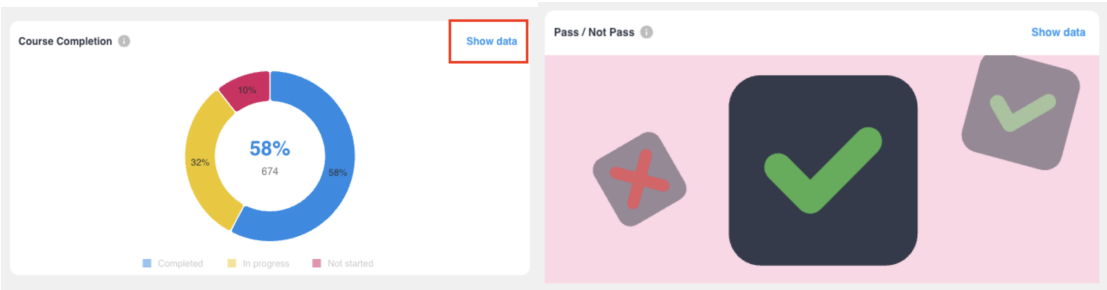
Visual Example: Dashboards



Visual Example: Admin Reporting Examples



Course Completion

Project | Session | Region

1 min ago

Project	Session	Dates	Completed %	In progress %	Not started %
Python for Beginners	Python Pilot	Jul 28 2024 — Aug 04 2024	71.5%	9.1%	19.4%
Advanced Java	Python USA Pilot	Aug 28 2024 — Sep 04 2024	72.3%	4.9%	22.8%
Web Development	Python USA Release	Feb 28 2024 — Mar 04 2024	71.7%	5.8%	22.5%
Data Science	Python USA Reboot	Jul 28 2024 — Aug 04 2024	80.2%	5.0%	14.9%
Machine Learning	Python China Pilot	Aug 28 2024 — Sep 04 2024	63.4%	26.2%	10.4%
Artificial Intelligence	Python China Release	Aug 28 2024 — Sep 04 2024	70.5%	22.0%	7.5%
Cyber Security	Peetan Portugal Main Session	Feb 28 2024 — Mar 04 2024	84.8%	5.2%	10.0%
Blockchain Basics	Peetan Portugal Retake	Jul 28 2024 — Aug 04 2024	76.3%	12.9%	10.7%
Game Development	Peetan Portugal Retake Retake	Sep 28 2024 — Oct 04 2024	66.5%	5.7%	27.8%
Python for Beginners	Pai-tun Japan First Look For CEOs	Jan 28 2024 — Feb 04 2024	74.5%	11.9%	13.5%
Python for Beginners	Pai-tun Japan 1st Tier	May 28 2024 — Jun 04 2024	73.7%	8.9%	17.3%

Pass / Not Pass

Project | Session | Region

1 min ago

Project	Session	Dates	Passed %	Failed %	Particip...	Passed #	Failed #
Python for Beginners	Python Pilot	Jul 28 2024 — Aug 04 2024	86.6%	13.4%	960	831	129
Advanced Java	Python USA Pilot	Feb 28 2024 — Mar 04 2024	56.9%	43.1%	109	62	47
Web Development	Python USA Release	Feb 28 2024 — Mar 04 2024	65.5%	34.5%	825	540	285
Data Science	Python USA Reboot	Feb 28 2024 — Mar 04 2024	20.5%	79.5%	410	84	326
Machine Learning	Python China Pilot	Feb 28 2024 — Mar 04 2024	73.0%	27.0%	445	325	120
Artificial Intelligence	Python China Release	Jan 28 2024 — Feb 04 2024	58.4%	41.6%	380	222	158
Cloud Computing	Peetan Portugal Initial Onboard...	Sep 28 2024 — Oct 04 2024	36.0%	64.0%	369	133	236
Cyber Security	Peetan Portugal Main Session	Sep 28 2024 — Oct 04 2024	70.0%	30.0%	647	453	194
Blockchain Basics	Peetan Portugal Retake	Jan 28 2024 — Feb 04 2024	67.6%	32.4%	862	583	279
Game Development	Peetan Portugal Retake Retake	Sep 28 2024 — Oct 04 2024	7.9%	92.1%	882	70	812
Python for Beginners	Pai-tun Japan First Look For C...	Apr 28 2024 — May 04 2024	75.3%	24.7%	854	643	211

Advanced Features - Access and Connecting with Third-Party Systems

Learners want frictionless learning, and learning leaders are challenged to provide those experiences while leveraging corporate investments in their LMS/LXP systems.

To ensure the SimGate platform is seamlessly added to the learning ecosystem, SimGate is **designed to integrate with LMS/LXP and Curation platforms**.

- ***Integration***: SimGate programs can be made available through an LMS or learning experience platform (LXP), which serves as the front and back door. A participant logs into the organization's LMS/LXP and is then redirected to learning modules hosted through SimGate. Once a module is completed, the results are sent back to the LMS/LXP. To date, SimGate has been integrated with more than 30 learning management systems (LMSs). Integration is typically made possible through SCORM packages or a SCORM player.
- ***Direct Access****:* Alternatively, participants can log directly into SimGate, and final results are sent to the LMS/LXP for tracking. Final results can be provided in real time via a secured protocol or through a batch process. As with any modern software, Single Sign-On (SSO) is also supported in the platform through Google or Microsoft authentication (OAuth 2.0 and SAML standards).

Measurable Results

MEASURABLE RESULTS

The Regis Company has served over 25 Fortune 500 companies and 1.2 million learners across six continents. In this section, there are three case study examples from recent projects, including Lilly, Baird Capital, and Lockheed Martin.

CASE STUDY - Lilly

This *Leading at Lilly* program recently launched and is currently in progress, showing promising outcomes in upskilling Lilly's New Managers through

advanced simulation-based learning. The program design leveraged key components of the SimGate platform, including ReX AI, and SimGate activities with AI avatars, scoring, and feedback.

Customer Snapshot

Lilly is a global pharmaceutical company advancing science to solve some of the world's most significant health challenges. With a strong focus on innovation and healthcare, they are continuously adapting to meet emerging challenges in the industry.

Customer Needs

Lilly needed support in developing their New Managers to ensure effective leadership aligned with their core values. They aimed to create a year-long training program focusing on their "5 Essential Skills of a Leader":

- Managing Performance
- Coaching and Development
- Fostering an Inclusive and Safe Environment
- Managing Work
- Building Winning Teams

The goal was to equip New Managers with practical leadership skills by having them practice these essential skills through three simulations (two asynchronous and one team-based). These simulations were designed to immerse learners in real-world scenarios where they could apply their knowledge and practice leadership skills.

Customer Goals

- Enhance leadership skills through practical experience applying Lilly's 5 Essential Skills of a Leader
- Create a consistent leadership approach aligned with the company's core values and goals
- Deliver a global solution accessible in multiple languages, ensuring inclusivity and ease of access across geographies

Approach

- **Geographies**
  - Global (with content translated into 8 languages)

- **Size**
  - Asynchronous on-demand version + team-based virtual delivery with up to 40 learners per session.
- **Learning Level**
  - New Managers
- **Solution Tracks**
  - Leadership Development, Business Acumen
- **Program Elements**
  - Simulations (self-guided, team-based, asynchronous, synchronous)

Solution & Outcomes

The program delivered a business-tailored, scenario-driven, self-guided learning experience, leveraging personalized simulations with branching scenarios to meet each learner's needs. The content was delivered both synchronously and asynchronously to accommodate different learning styles and global participants.

Key Achievements:

- **+1,000 learners** completed English, within 3 months of launch
- Translated into **8 languages** including Japanese, Mandarin, and more
- Implemented **WCAG testing for accessibility**

Success Factors:

- Alignment with Lilly's Leadership Framework and Goals
  - ReX AI's design tool ensured simulations were tailored to Lilly's 5 Essential Skills, keeping them relevant and aligned with leadership goals. The tool's adaptability allowed the content to evolve with ongoing feedback.
- Structured Feedback Mechanisms for Continuous Improvement
  - SimGate's feedback loops enabled real-time adjustments, improving content based on testing input.
- Seamless Navigation and Easy Scalability
  - SimGate's intuitive platform ensured easy navigation, providing a smooth learning experience and rapid scaling, including translation into 8 languages for global delivery

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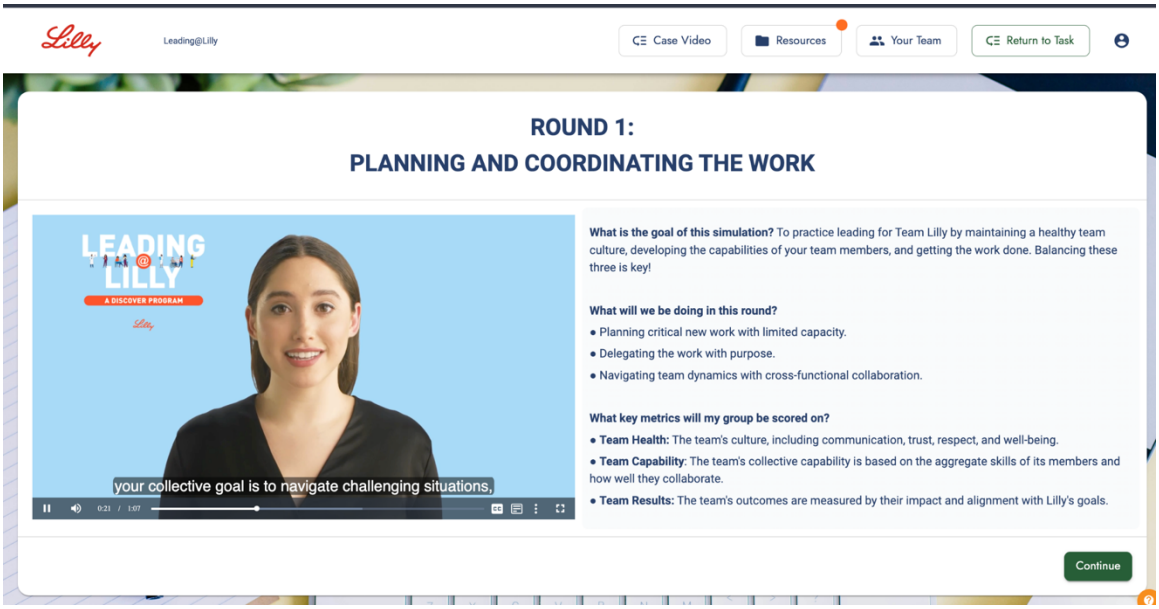
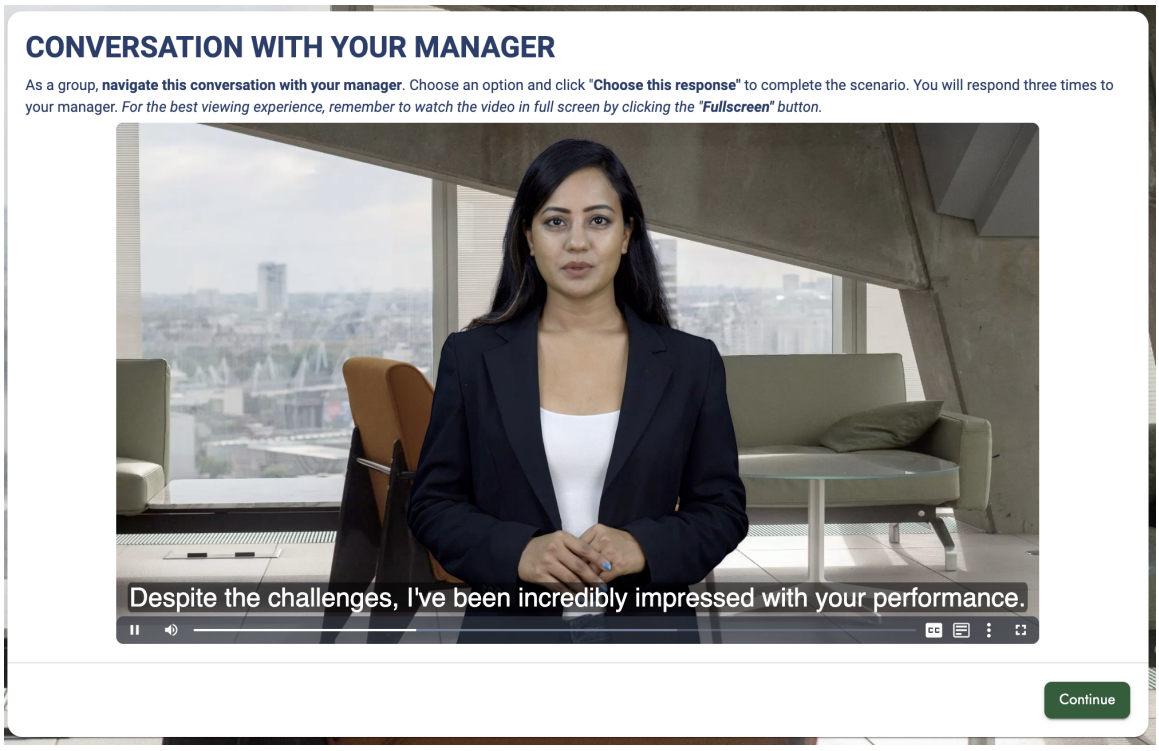
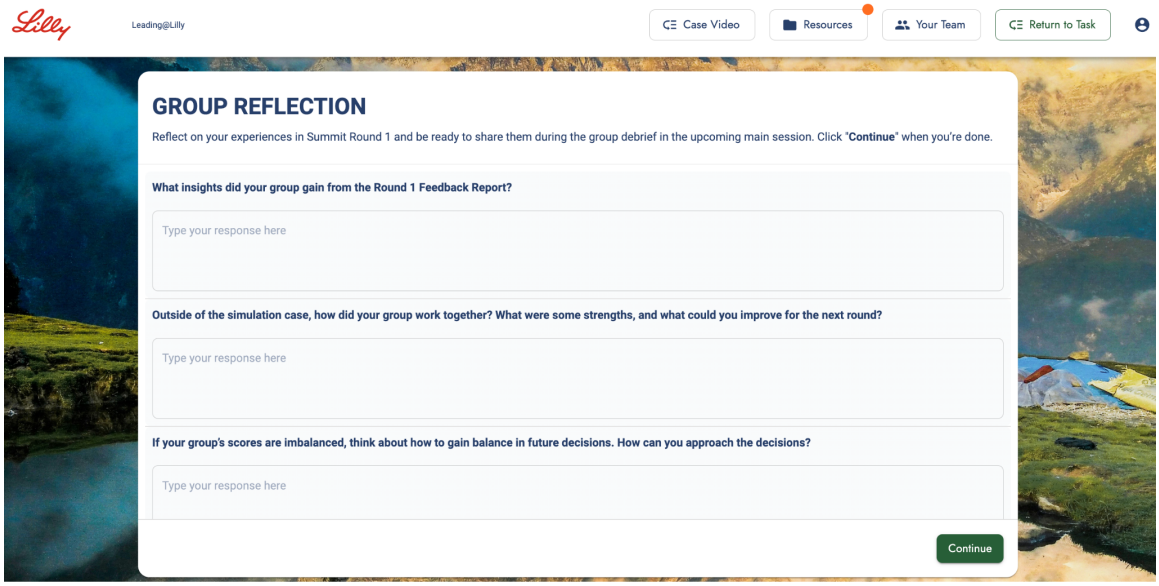

Leading@Lilly
Case Video
Resources
Your Team
Return to Task
ROUND 1:
PLANNING AND COORDINATING THE WORK
LEADING @ LILLY
A DISCOVER PROGRAM
your collective goal is to navigate challenging situations,
What is the goal of this simulation? To practice leading for Team Lilly by maintaining a healthy team culture, developing the capabilities of your team members, and getting the work done. Balancing these three is key!
What will we be doing in this round?
• Planning critical new work with limited capacity.
• Delegating the work with purpose.
• Navigating team dynamics with cross-functional collaboration.
What key metrics will my group be scored on?
• Team Health: The team's culture, including communication, trust, respect, and well-being.
• Team Capability: The team's collective capability is based on the aggregate skills of its members and how well they collaborate.
• Team Results: The team's outcomes are measured by their impact and alignment with Lilly's goals.
Continue


CONVERSATION WITH YOUR MANAGER
As a group, navigate this conversation with your manager. Choose an option and click "Choose this response" to complete the scenario. You will respond three times to your manager. For the best viewing experience, remember to watch the video in full screen by clicking the "Fullscreen" button.
Despite the challenges, I've been incredibly impressed with your performance.
Continue



CASE STUDY - Baird Capital

This program won a Gold Medal for the Brandon Hall Human Capital Excellence Program.

Customer Snapshot

Baird is a Fortune 500 multinational investment bank with over $2.3B in revenue and 4.5k employees.

Customer Needs

Already a household name in banking and financial services across the globe, this $2.3B billion company set a course for principled, sustainable growth, and they identified one level of leader that could make the most impact across this multinational organization.

Baird's Financial Advisor practices needed a way to embrace the value of and deliver a client-centric, comprehensive Baird Wealth Management experience in a constantly evolving environment. To this aim, we designed a program that would "create value for the client, advisor practices, and firm through opportunities for growth, clarity, differentiation, confidence, and peace of mind."

Customer Goals

- Grow the business by enhancing the human and business skills for all participants
- Create a consistent understanding, approach, and delivery of Baird Wealth Management solutions
- Align behavior and thinking with six key behaviors

Approach

- Geographies
  - Global
- Size
  - 40 per class
  - 450 total learners to date
- Learning level
  - Mid-level leader
- Solution tracks
  - Business Acumen
- Program elements
  - Simulations

Solution & Outcomes

- Designed an immersive, self-guided learning experience leveraging simulated client scenarios and personalized learning via branching
- Delivered in synchronous and asynchronous formats
- 450+ participants to date, with sessions continuing quarterly

Baird Capital

APPROACH

Simulated, real-world learning

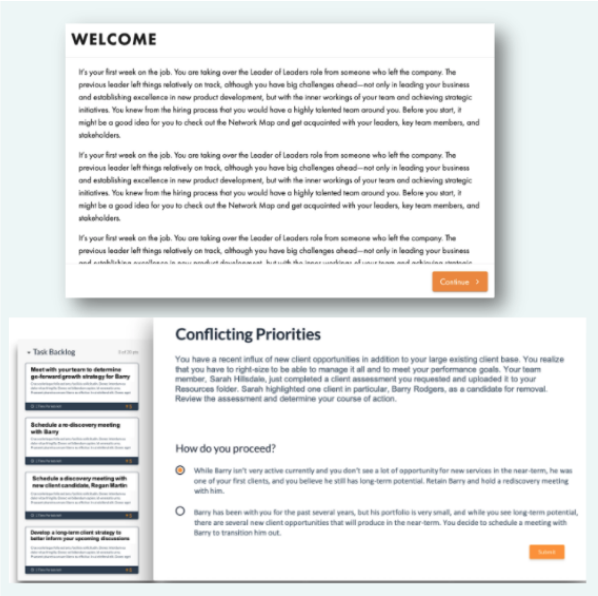
- Using character-driven storytelling, participants evaluate the needs of introduced clients
- Learners choose a course of action, select required internal and external resources, and prepare for and conduct the client meeting
- Post-meeting, learners self-assess their actions and get in-the-moment, contextual feedback

Baird Capital

DELIVERY

Getting Started

- We start with setting the scene, outlining the objectives that have been crafted to align with the learning objectives set by Baird
- Learners are then presented with a set of scenarios and choices to make

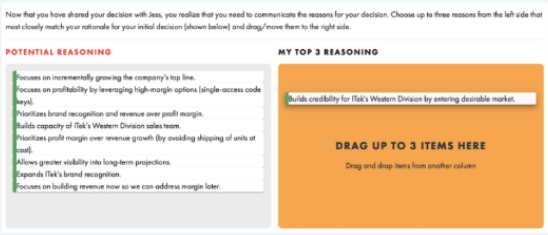


Baird Capital

DELIVERY

Making Choices

- Learners evaluate a set of tasks and prioritize what needs to be addressed, in which order
- Learners then need to plan how they will share their rationale with other stakeholders
- Learners then participate in an AI-driven conversation to communicate their decision to their peer(s)

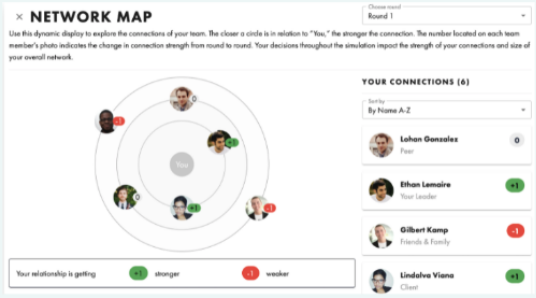


Baird Capital

DELIVERY

Evaluate the Impact of Decisions

- Learner can then see the impact of their decisions, both against specific business measurements but also in their relationships with the peers and other stakeholders.
- By balancing human and business skills, the learner is better able to see the holistic impact of their decisions.



Baird Capital

MEASURING IMPACT & GROWTH

Measure What Matters

- The personalized insights report provides participants with their results, a custom interpretation, and recommendations for ongoing development of new skills and insights
- The program insights report provides leaders with program results in context of output metrics, leadership principles, and scenarios
- Demographic data enables analysis into specific drivers of performance, which can guide targeted development strategies for specific leadership profiles

Baird Capital

Participant Reflection and Self-Generated Insights – A Key Piece of Learning

"The entire experience made me realize our process definitely needs tweaking and I am not fully utilizing all the wonderful resources Baird has to offer."

"I can now see that active listening is key and every event in client's life is an opportunity to rediscover and uncover more details from a client."

"Using real-world scenarios, I could play with the levers and see the outcomes, and map a path to a better approach for situations.."

"I realize we have so many services to offer our clients as a holistic solution. The course also reminded me that clients don't always know what they need, nor do they fully understand what we offer."

CASE STUDY - Lockheed Martin Corporation

Customer Snapshot

LMC is a Fortune 500 multinational company with over $67B in revenue and 114k employees.

Customer Needs

Lockheed Martin is a global security and aerospace company engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services.

Full Spectrum Leadership is Lockheed's model to provide a consistent foundation for selecting, developing, and assessing the performance of leaders at all levels, changing how leaders perceive their roles in the company.

Customer Goals

- Develop a shared understanding of Lockheed's Full Spectrum Leadership Model
- Build leadership skills with agile and collaborative approaches
- Hone approaches to diverse working styles, norms, and customer requirements

Approach

- Geographies
  - Global
- Size
  - 35 per class
  - 500+ participants to date
- Learning level
  - Mid-level leader
  - Executive
- Solution tracks
  - Leadership Development
- Program elements

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- Simulations
- Workshops
- Roleplays

Solution & Outcomes

- Crafted a simulation aligned with customers goals and learning objectives
- Delivered training centered around HPEs five core values
- 500 participants from around the world have participated to date, with a waitlist. For 2023-24, business areas have requested deployment to accommodate 600+ more learners each year.

Lockheed Martin

APPROACH

Simulated, real-world learning

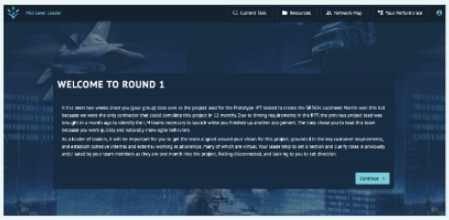
- Using character-driven storytelling, participants review a realistic scenario centered around project leadership with cross-functional, integrated teams
- Learners review the realistic scenario, requiring the participant to leverage Full Spectrum Leadership imperatives, competencies, and behaviors

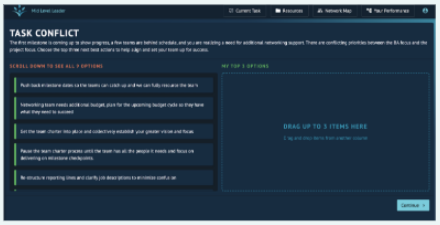
Lockheed Martin

DELIVERY

Getting Started

- Learners review a real-world scenario tied to the learning objectives of Full Spectrum Leadership
- Learners are then presented with a set of scenarios and choices to make related to task conflict



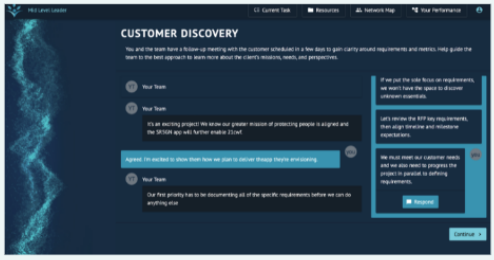


Lockheed Martin

DELIVERY

Discovery

- Learners engage “peers” to gather realistic feedback from internal stakeholders.
- Through these new perspectives, learners then make situational decisions and see the impact of their actions



Lockheed Martin

MEASURING IMPACT & GROWTH

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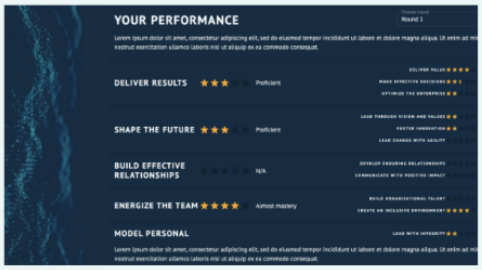

Lockheed Martin

Participant Reflection and Self-Generated Insights - A Key Piece of Learning

"By far the most useful feedback/training I've experienced all year. The simulation reproduced a "day in the life" and was spot on with actionable insights for all."

"Lockheed should continue to provide this approach to training. I had so much fun and feel a new sense of empowerment in my role."

"The simulation tool was impressive, well organized and valuable for learning."

"A combination of fantastic facilitators, an extremely well thought out simulation, and great supporting tech make this one of the most useful and valuable programs I've attended."

About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 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.

Membership

Individual and Enterprise Membership options: Includes research assets, advisory support, a client success plan and more.

Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.

Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

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 thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.

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