CAPSIM UNITED KINGDOM

WHITE PAPER 7 · FOR ACADEMICS AND L&D LEADERS

How to choose a business simulation: a buyer's checklist

Ten questions to ask any provider before you commit.



> **In one sentence:** The best simulation for you is the one that matches your learners, fits your programme, and gives you evidence of learning, so ask every provider the same ten questions.

Why a checklist

Business simulations can look alike in a demo: a dashboard, some charts, a leaderboard. The differences show up later, in week four of a module or day two of a leadership programme. These questions help you find them before you sign.

The ten questions

About the learning

1. **Does it simulate the whole business, or one function?** Integrated simulations show how decisions ripple across the company. Single-function tools are simpler but teach less about trade-offs.

2. **Is there a right answer?** If one strategy always wins, learners will find it and stop thinking. Look for several viable strategies and live competition.
3. **Do consequences carry forward?** Results should compound from round to round, so early decisions shape later options.
4. **Is it the right level for my learners?** Ask for a foundational option for newcomers and an advanced one for experienced managers.

About evidence

1. **Can I see what each individual learned?** Team results are not enough for assessment or talent decisions. Ask about individual assessments and reports.
2. **How is it scored, and is the scoring validated?** Ask whether scoring is consistent and automatic, and whether there is published evidence that it relates to real performance.
3. **Can learners use AI to get through it?** The answer should be no, because results depend on live decisions and competition.

About running it

1. **How much time does it take me?** Ask about set-up time, instructor or facilitator resources, debrief materials, and VLE integration.
2. **Who supports me, and when?** Check that support is available in your time zone and from people who know your context.
3. **What is the track record?** Ask how many learners and institutions have used it, for how long, and for references from organisations like yours.

A simple scoring sheet

Score each provider from 1 (weak) to 3 (strong) on every question.

Question	Provider A	Provider B	Provider C
1. Whole business			
2. No single right answer			
3. Compounding consequences			
4. Right level			
5. Individual evidence			
6. Validated scoring			
7. AI-resistant			
8. Time to run			
9. Local support			
10. Track record			
Total (out of 30)			

How Capsim answers

Capsim simulations model the whole business, with live competition and no single winning strategy. Results compound round after round. Individual assessments provide evidence of learning, scoring is automatic and consistent, and Capsim draws on 40 years of decision data from more than two million learners in over 50 countries. In the UK, Capsim UK adds local facilitation and support on UK time.

We'd encourage you to ask us the same ten questions.

Next step

Book a 30-minute demo → and bring the checklist.

capsimuk.com/book-a-demo · hello@capsimuk.com · 020 7725 0437

Sources

- capsim.com: 2M+ learners, 40 years, 50+ countries.