



# Virtual*AC*Catalogue

Exercises available on VirtualAC



## 1.1 Revision history

Version	Date	Comments
1.0	January 04, 2023	Document creation.
1.1	January 06, 2023	Updates to formatting, alignment of headers, contents section updated.
<b>Last reviewed</b>	January 06, 2023	Document reviewed and signed off.

## 1.2 Approval section

Name	Position	Signature	Date
Natasha Jones	Senior Client Services Executive		January 06, 2023

## 1.3 Contents

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# Inbox Exercises

## Non-Management The Personal Assistant

### Professional Services

#### Criteria

Attention to Detail  
 Planning & Organising  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Numerical Analysis  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative  
 Customer Service

The Participant assumes the role of a Personal Assistant to the Senior Partner in the Law firm, Parker Woods LLP. They work closely with the Senior Partner providing administrative support for daily work requirements. The participant is required to deal with issues relating to diary management, internal and external requests, quality checking documents and performance issues. This exercise is one of our more challenging Level A exercises due to the responsibilities of a Personal Assistant.

Code: INB-TPA

VirtualAC Tutorial + Instructions	15
Inbox	75
Participant Review	15

105 Minutes

## Non-Management Low-Fare Air

### Transport

#### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative  
 Customer Service

The Participant assumes the role of a Customer Service Agent working for a small low-cost airline. It is the Participant's first day having taken over from their predecessor who has transferred to another department within the airline. Due to an urgent offsite meeting no other members of the organisation are available. The participant is required to deal with internal and external customer issues and complaints such as damaged baggage, complaints against staff, reservation errors, rota checking and policy document checking.

Code: INB-LFA

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

90 Minutes

## Non-Management The Administrative Assistant

### General Admin

#### Criteria

Attention to Detail  
 Planning & Organising  
 Problem Analysis  
 Decisiveness  
 Numerical Analysis  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative

The Participant is asked to assume the role of an Administrative Assistant who has been called in to replace an employee who has suddenly been taken ill. The participant is required to deal with a number of important issues such as the organisation of an internal conference, the co-ordination of a selection interview schedule and various other general administrative matters. The participant is required to act decisively, prioritise, and display good planning and organising ability.

Code: INB-TAA

VirtualAC Tutorial + Instructions	15
Inbox	75
Participant Review	15

105 Minutes

## Non-Management The Office Assistant

### Local Government

#### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative  
 Customer Service

The Participant assumes the role of an Office Assistant who has been sent by a Recruitment Agency to the Council Tax Office of Lowborough County Council. Due to the last Office Assistant leaving the job without giving notice, there is no handover period. The Participant is required to deal with issues such as arranging meetings for the Council Tax Office Managers, co-ordinating their diaries, ordering stationery supplies, dealing with queries, and responding to customer complaints.

Code: INB-TOA

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

90 Minutes

# Inbox Exercises

## Non-Management The Support Officer

IT

### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative  
 Customer Service

The Participant assumes the role of a newly appointed Support Officer for a group of Sales Managers working for the software supplier, Burgundy Solutions Ltd. Due to unforeseeable circumstances, there is no handover period. The Participant is required to deal with issues such as identifying, allocating and co-ordinating the managers' schedules to fulfil internal and external demands, to request goods and services and to monitor associated internal procedures, for example, querying customer contracts and invoices.

Code: INB-TSO

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

90 Minutes

## Graduate EuroBargain

Retail

### Criteria

Attention to Detail  
 Planning & Organising  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative

The Participant assumes the role of a Trainee Store Manager working for a major international retailer, EuroBargain, which has numerous hypermarkets across Europe. The Participant is asked to deal with a range of issues typical of those faced in a retail environment. Issues include standard day-to-day management tasks relating to sales figures, stock levels, staffing challenges and customer liaison, as well as a number of non-standard tasks.

Code: INB-EB

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Graduate Bear Capital Banking

Financial Services

### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Numerical Analysis  
 Commercial Analysis  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative

The Participant assumes the role of a new recruit, working within the Trade Support department of a leading Investment Bank. The department is responsible for providing day-to-day operational support to the trading desks. Within this role they have to deal with a number of important issues that arise. These include investigating failed trades, ensuring timely payments are made and dealing with queries from internal and external customers. No prior experience of Investment Banking or related financial services is required.

Code: INB-BCB

VirtualAC Tutorial + Instructions	15
Inbox	75
Participant Review	15

105 Minutes

## Graduate SuperStores

Retail

### Criteria

Attention to Detail  
 Planning & Organising  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative

The Participant assumes the role of Relief Manager in the branch of a typical national supermarket chain. Aimed at trainee or potential managers, the scenario includes more immediate, tactical issues in the areas of HR, Health & Safety and Administration and requires that the individual gives careful consideration to the prioritisation of the items.

Code: INB-SS

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

90 Minutes

# Inbox Exercises

## Graduate Wellbeing Agency

Public Government

### Criteria

Attention to Detail  
 Planning & Organising  
 Delegation  
 Organisational Sensitivity  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative  
 Quality Standards

The Participant assumes the role of a Trainee Manager working for a new public sector agency, the 'Wellbeing Agency'. The Participant is asked to deal with a range of typical public sector issues and stakeholders. Issues include standard day-to-day management and administrative tasks relating to budgets, purchasing, staffing challenges, and liaising with various external and internal stakeholders.

Code: INB-WA

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Graduate Management Trainee Scheme

Manufacturing

### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative

The Participant takes on the role of a recently recruited graduate who is on the company's Management Trainee Scheme. The scheme is comprised of a series of 3- month placements working on a series of special projects, aimed at giving the individual a broad understanding of the organisation. The Exercise scenario involves the Participant managing a range of issues related to a new set of projects. Items within the In-Basket include emails, circulars and correspondence and the Participant has to process these items within the allotted time.

Code: INB-MTS

VirtualAC Tutorial + Instructions	15
Inbox	75
Participant Review	15

105 Minutes

## Graduate Midshires Consulting

Professional Services

### Criteria

Planning & Organising  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Interpersonal Sensitivity  
 Initiative

The Participant is asked to imagine themselves as a Graduate Trainee at Midshires Consulting, a large accountancy and professional services firm. The scenario involves the Participant returning from a training course to find that their in-tray is full of emails, circulars and reports as well as information regarding future meetings and presentations. The object of the Exercise is to prioritise and organise the items in a structured and considered way.

Code: INB-MC

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## First-Line Management Haven Housing Association

Local Government

### Criteria

Planning & Organising  
 Delegation  
 Leadership  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Interpersonal Sensitivity  
 Customer Service

Working within an organisation which is committed to building sustainable communities and better lives, the Participant will assume the role of a newly appointed Branch Manager within Haven Housing Association. The issues included in this In- Basket are typical of a first-line management role and include managing services to customers, team motivation, maximising income, and performance management. No prior experience of Housing Associations or related services is assumed.

Code: INB-HHA

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

# Inbox Exercises

## First-Line Management Transport Project Launch

### Transport

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Numerical Analysis  
Written Communication  
Interpersonal Sensitivity  
Diversity Awareness  
Customer Service

The Participant assumes the role of a Project Manager at Brevet Transportation Authority. The Participant is responsible for the launch of a new range of buses throughout the City of Brevet. Their role is to ensure smooth roll out of a number of bus routes and launch events. The In-basket contains issues relating to the projected budget, safety of the buses, accessibility to the public, liaison with the community and internal team issues.

Code: INB-TPL

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## First-Line Management Lowesdon Health Authority

### Healthcare

#### Criteria

Planning & Organising  
Management Control  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Interpersonal Sensitivity  
Initiative

The Participant takes on the role of an acting Unit Manager for a Psychiatric Unit situated in the grounds of the regional general hospital. The Participant is asked to deputise for the previous Unit Manager who has been taken seriously ill. Whilst their day-to-day responsibilities do not include patient care, they do need to liaise with medical staff and are responsible for ensuring the smooth running of the Unit, through the provision of effective clerical support and other services. As such, the Participant is expected to deal with a wide range of typical issues that have arisen.

Code: INB-LHA

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## First-Line Management Neptune Life

### Financial Services

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Written Communication  
Interpersonal Sensitivity  
Initiative

The Participant is asked to step into the role of a Sales Manager in the direct sales force of a life assurance company. The Exercise requires them to deal with a range of issues such as the performance of some of the Financial Advisors in their sales team, marketing initiatives, HR problems, training requirements and the need to comply with regulatory standards.

Code: INB-NL

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## First-Line Management Regal Bank plc

### Financial Services

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Written Communication  
Interpersonal Sensitivity  
Initiative

The Participant is asked to imagine that they are the manager of a branch of a retail bank. Within this role they have major responsibilities for the people in the branch, for developing sales of banking and associated products, and for the supervision/efficiency of all the day-to-day processes. The items within the In-Basket relate to all of these major accountabilities, which are typical of the work of a first-line manager.

Code: INB-RBP

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

# Inbox Exercises

## First-Line Management Factory HR Manager

Manufacturing

### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Written Communication  
Interpersonal Sensitivity  
Initiative

The Participant is asked to step into the role of a Factory HR Manager of a leading motor components manufacturer. Supported by a small team, the Factory HR Manager is responsible for all HR matters at several sites and this entails managing a wide range of correspondence from various levels within the organisation. The issues raised relate to selection, appraisal, training & development, internal communications, rewards, and disciplinary matters. Participants are not required to display specific knowledge of HR practices or legal principles, beyond what would be expected of any line manager.

Code: INB-FPM

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Middle Management Public Sector Agency

Public Government

### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Commercial Awareness  
Interpersonal Sensitivity  
Initiative

The Participant assumes the role of a Regional Director of a Public Sector Agency responsible for the collation and ongoing analysis of demographic data within the UK. The In-Basket contains issues relating to staff, such as recruitment, staff development and the results of a recent Employee Opinion Survey, as well as some issues with direct reports. It also contains items regarding the use of new technology for data analysis, commercial opportunities for the use of their data and various other strategic initiatives.

Code: INB-PSA

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Middle Management Regional Brand Manager

Manufacturing

### Criteria

Planning & Organising  
Delegation  
Organisational Sensitivity  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Written Communication  
Interpersonal Sensitivity  
Initiative

The Participant assumes the role of a Regional Brand Manager within Polar Soft Drinks, a global FMCG company. The Participant is responsible for one of the key brands within the EU Region and their role is to provide guidance to individual markets/ regions, ensure sustained growth and ensure that the brand supports the company strategy. The In-Basket contains issues relating to the development and placement of advertisements, alignment with other business functions, competitor activity, brand strategy and wider issues around regional working.

Code: INB-RBM

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Middle Management International Business Expansion

Healthcare

### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Commercial Awareness  
Strategic Perspective  
Interpersonal Sensitivity  
Initiative

The Participant assumes the role of an International Business Development Manager with a remit to grow the EMEA region for DentaGlo, a US manufacturer of a tooth whitening system. Although DentaGlo is well established within the US, it has only started to move into overseas markets in the last few years. The Participant's role requires them to expand the sales channels within the region through a combination of direct sales activity and third party distributors. Items relate to sourcing and evaluating potential new distributors, managing performance issues, and devising sales and marketing strategies for the different territories within their region.

Code: INB-IBE

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

# Inbox Exercises

## Middle Management Wholesome Foods

### Manufacturing

#### Criteria

Attention to Detail  
 Planning & Organising  
 Management Control  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Interpersonal Sensitivity  
 Initiative

The Participant is asked to assume the role of acting General Manager of Wholesome Foods Ltd, a market leader in the manufacture of ready-made meals. The items to be faced in this In-Basket typify those which would normally face a middle manager. Examples include HR, administrative, general management, Health & Safety and financial issues.

Code: INB-WF

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Middle Management Mega Models

### Manufacturing

#### Criteria

Planning & Organising  
 Management Control  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Interpersonal Sensitivity  
 Initiative

The Participant assumes the role of the General Manager of Mega Models Ltd, a subsidiary of Mega Toys and Games. Mega Models manufactures a range of toys and models, which span age groups from nursery to adult. The In-Basket contains issues relating to sales & marketing, production, finance, and human resources. As such, they typify issues likely to be faced by a middle manager.

Code: INB-MM

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Executive and Senior Management Mega Toys and Games

### General Management

#### Criteria

Planning & Organising  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Strategic Perspective  
 Interpersonal Sensitivity  
 Initiative

The Participant assumes the role of Managing Director of International Operations within Mega Toys and Games. This role is highly strategic, having overall responsibility for international sales and marketing, as well as product sourcing. It does not, however, include manufacturing. Items to be handled in the In-Basket relate to strategic issues about divisional responsibilities, headcount, potential mergers and other executive decisions.

Code: INB-MTG

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Executive and Senior Management Department for Personal Data

### Public Government

#### Criteria

Planning & Organising  
 Management Control  
 Delegation  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Strategic Perspective  
 Written Communication  
 Interpersonal Sensitivity  
 Diversity Awareness

The Participant assumes the role of the Director of Corporate Support and Shared Services for the Department of Personal Data, which is responsible for the collection, co-ordination and dissemination of all personal data for use by other government departments. The In-Basket contains issues relating to the preparation of ministerial briefings regarding the security and abuse of personal data and the need to provide public reassurance and respond to legal challenges. There are also some issues relating to staff performance and implications for the Department's policy on diversity awareness and budgetary planning, as well as other strategic matters.

Code: INB-DPD

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes



# Inbox Exercises

## Executive and Senior Management Chameleon Corporation - HR

### Manufacturing

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Written Communication  
Interpersonal Sensitivity  
Initiative

The Participant takes on the role of a HR Director of Chameleon Corporation UK and is required to handle a number of complex strategic issues relating to HR policies on pay and reward mechanisms, succession planning and the future development of the Human Resource Department and other executive decisions.

**Code: INB-CCP**

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Executive and Senior Management Chameleon Corporation - Manufacturing

### Manufacturing

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Written Communication  
Interpersonal Sensitivity  
Initiative

As the Production Director of Chameleon Corporation UK, the Participant has to deal with a number of issues related to product quality, technological development and innovation, major capital expenditure projects, product development and the interface between production and all other aspects of the Company's operations. At this level much of the content is future oriented. Current issues have an impact across the whole organisation.

**Code: INB-CCM**

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Executive and Senior Management Chameleon Corporation - Sales

### Manufacturing

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Written Communication  
Interpersonal Sensitivity  
Initiative

As the Sales Director of Chameleon Corporation UK, the Participant is required to deal with a wide range of sales-related issues, to do with performance, targets, recruitment, awards, conferences and business opportunities, amongst other things. The Participant is also expected to take a strategic view across the business in their capacity as a Director and a number of the items reflect this requirement.

**Code: INB-CCS**

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

## Executive and Senior Management Chameleon Corporation - Finance

### Manufacturing

#### Criteria

Planning & Organising  
Delegation  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Written Communication  
Interpersonal Sensitivity  
Initiative

As the Finance Director of Chameleon Corporation UK, the Participant has to deal with a wide range of strategic and operational matters. Current strategic challenges include a potential acquisition and a collaboration agreement. Operational matters relate to ensuring adherence to accounting standards, managing pension and treasury issues, preparing the annual Shareholders Report and various other day-to-day issues to do with staff management and resourcing requirements.

**Code: INB-CCF**

VirtualAC Tutorial + Instructions	15
Inbox	90
Participant Review	15

120 Minutes

# Inbox Exercises (Express)

## Non-Management The Personal Assistant (Express)

### Professional Services

#### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Numerical Analysis  
 Written Communication  
 Interpersonal Sensitivity  
 Initiative  
 Customer Service

The Participant assumes the role of a Personal Assistant to the Senior Partner in the Law firm, Parker Woods LLP. They work closely with the Senior Partner providing administrative support for daily work requirements. The Participant is required to deal with issues relating to diary management, internal and external requests, quality checking documents and performance issues. This exercise is one of our more challenging Level A exercises due to the responsibilities of a Personal Assistant.

**Code: INBX-TPA**

VirtualAC Tutorial + Instructions	15
Inbox	45
Participant Review	15

**75** Minutes

## Graduate Management Trainee Scheme (Express)

### Manufacturing

#### Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Initiative

The Participant takes on the role of a recently recruited graduate who is on the company's Management Trainee Scheme. The scheme is comprised of a series of 3-month placements working on a series of special projects, aimed at giving the individual a broad understanding of the organisation. The Exercise scenario involves the Participant managing a range of issues related to a new set of projects. Items within the In-Basket include emails, circulars and correspondence and the Participant has to process these items within the allotted time.

**Code: INBX-MTS**

VirtualAC Tutorial + Instructions	15
Inbox	45
Participant Review	15

**75** Minutes

## First-Line Management Haven Housing Association (Express)

### Local Government

#### Criteria

Planning & Organising  
 Leadership  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Customer Service

Working within an organisation which is committed to building sustainable communities and better lives, the Participant will assume the role of a newly appointed Branch Manager within Haven Housing Association. The issues included in this In-Basket are typical of a first-line management role and include managing services to customers, team motivation, maximising income and performance management. No prior experience of Housing Associations or related services is assumed.

**Code: INBX-HHA**

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

**90** Minutes

## First-Line Management Factory HR Manager (Express)

### Manufacturing

#### Criteria

Delegation  
 Planning & Organising  
 Problem Analysis  
 Decisiveness  
 Written Communication  
 Interpersonal Sensitivity

The Participant assumes the role of a Factory HR Manager of a leading motor components manufacturer. Supported by a small team, the Factory HR Manager is responsible for all HR matters at several sites and this entails managing a wide range of correspondence from various levels within the organisation. The issues raised relate to selection, appraisal, training & development, internal communications, rewards and disciplinary matters. Participants are not required to display specific knowledge of HR practices or legal principles, beyond what would be expected of any line manager.

**Code: INBX-FPM**

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

**90** Minutes

# Inbox Exercises (Express)

## Middle Management

### Public Sector Agency (Express)

#### Public Government

#### Criteria

Attention to Detail  
Planning & Organising  
Judgement  
Problem Analysis  
Decisiveness  
Written Communication  
Initiative

The Participant assumes the role of a Regional Director of a Public Sector Agency responsible for the collation and ongoing analysis of demographic data within the UK. The In-Basket contains issues relating to staff, such as recruitment, staff development and the results of a recent Employee Opinion Survey, as well as some issues with direct reports. It also contains items regarding the use of new technology for data analysis, commercial opportunities for the use of their data and various other strategic initiatives.

Code: INBX-PSA

VirtualAC Tutorial + Instructions	15
Inbox	60
Participant Review	15

90 Minutes

# Analysis Exercises

## Graduate The Research Officer

Public Government

### Criteria

Attention to Detail  
Decisiveness  
Diversity Awareness  
Judgement  
Problem Analysis  
Numerical Analysis  
Planning & Organising  
Interpersonal Sensitivity  
Written Communication

The Participant assumes the role of a Research Officer working for the Education and Self-Improvement Group, a public body which provides training initiatives for adults and young people. The Participant must analyse four different training courses and make recommendations to the Head of Procurement as to how to reduce costs. The Participant is provided with a range of qualitative data and is expected to consider all of the information provided in order to make a reasoned and objective decision to the Head of Procurement.

Code: AEX-TRO

VirtualAC Tutorial + Instructions	15
Report only Analysis & Report Writing	90
Participant Review	10

115 Minutes

## Graduate EuroBargain's Seasonal Promotion

Retail

### Criteria

Commercial Awareness  
Creativity  
Decisiveness  
Judgement  
Planning & Organising  
Problem Analysis  
Written Communication  
**Briefing Only**  
Flexibility  
Impact  
Listening  
Openness to Change  
Persuasive Communication

The Participant assumes the role of a Trainee Store Manager working for a major international retailer, EuroBargain, which has numerous hypermarkets across Europe. They are presented with a range of qualitative and quantitative information relating to past store performance and current retail trends and their task is to analyse the data in order to plan for the upcoming season. The Participant must make recommendations regarding products, staffing and profit in order to maximise one particular store's market position.

Code: AEX-ESP

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	90
Option 2: Report & Briefing Analysis & Preparation Briefing	120
Participant Review	10

115-165 Minutes

## First-Line Management Loughmead Transport Plan Parallel of The New Directive

Local Government

### Criteria

Attention to Detail  
Planning & Organising  
Organisational Sensitivity  
Judgement  
Problem Analysis  
Decisiveness  
Written Communication  
Interpersonal Sensitivity  
**Briefing Only**  
Stress Tolerance  
Flexibility  
Openness to Change  
Listening  
Persuasive Communication  
Impact

The Participant assumes the role of a newly appointed manager for Loughmead Borough Council and is responsible for Transport Implementation. Central Government have recently cascaded a new directive. The Participant is provided with a range of qualitative and quantitative information. Their role is to analyse the information provided and make recommendations as to how they will implement the Central Government's Directive at a local level.

Code: AEX-LTP

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	60
Option 2: Report & Briefing Analysis & Preparation Briefing	60
Participant Review	10

85-125 Minutes

## First-Line Management Rivero Sales Strategy Parallel of The Restructuring Challenge

Pharmaceutical

### Criteria

Planning & Organising  
Judgement  
Problem Analysis  
Decisiveness  
Creativity  
Interpersonal Sensitivity  
Written Communication  
**Briefing Only**  
Impact  
Listening  
Persuasive  
Communication

The Participant plays the role of an Area Sales Manager of a recently amalgamated healthcare company, Rivero DermaPro. Due to the merger the Manager must re-organise their sales region. Written and graphical information is provided, including product sales, potential competitor information, sales representatives' performance and logistical considerations. The aim is to supply the Business Unit Director with a written report of how the objectives can be achieved.

Code: AEX-RSR

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	45
Option 2: Report & Briefing Analysis & Preparation Briefing	45
Participant Review	10

70-110 Minutes

# Analysis Exercises

**First-Line Management Training Implementation Project**  
Parallel of Organisational Change Project

Financial Services

## Criteria

Attention to Detail  
Planning & Organising  
Judgement  
Problem Analysis  
Decisiveness  
Numerical Analysis  
Commercial Awareness  
Written Communication  
**Briefing Only**  
Stress Tolerance  
Flexibility  
Openness to Change  
Listening  
Persuasive Communication  
Impact

The Participant assumes the role of Project Manager of Speiro Global, a worldwide provider of investment management. The Company, which was formed following a merger, is currently going through considerable change. The Participant's role is to manage the implementation of a new e-learning system. They must analyse information and make recommendations as to which supplier or suppliers should be chosen to undertake the system implementation. The information provided is both qualitative and quantitative and includes company details, financial data and associated risks and benefits.

Code:AEX-TIP

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	60
Option 2: Report & Briefing Analysis & Preparation Briefing	60 40
Participant Review	10

85-125 Minutes

**Middle Management Hallbrooke Review**

Retail

## Criteria

Commercial Awareness  
Creativity  
Customer Service  
Decisiveness  
Initiative  
Interpersonal Sensitivity  
Judgment  
Organisational Sensitivity  
Planning & Organising  
Problem Analysis  
Teamwork  
Written Communication  
**Briefing Only**  
Flexibility  
Impact  
Leadership  
Openness to Change  
Persuasive Communication

The Participant is asked to assume the role of a Regional Manager for a national retailer. The Participant is required to analyse a range of numerical and textual information, including sales, financial performance and customer feedback. Their task is to provide the Board of Directors with a summary of performance and recommendations for future action.

Code:AEX-HR

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	90
Option 2: Report & Briefing Analysis & Preparation Briefing	120 20
Participant Review	10

115-165 Minutes

**Middle Management TSST Emerging Trends**

Retail

## Criteria

Building a Vision  
Defining Priorities  
External Perspective  
Judgement  
Learning Focus  
**Briefing Only**  
Drive & Resilience  
Impact & Influencing

The Participant assumes the role of Home Hub Leader at TSST Automotive, a global manufacturer of automobiles. TSST Automotive has an upcoming annual national conference where it will be looking to run a collaboration zone around the topic of emerging trends in the car retail market and consumer expectations. The Participant's role is to prepare a business analysis to be used as a basis for this discussion. Information provided includes company details, competitor information, consumer survey and industry trends. The Participant is also required to present ideas and recommendations for how TSST could respond to changes in the market and expectations of car buyers.

Code:AEX-TET

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	90
Option 2: Report & Briefing Analysis & Preparation Briefing	120 20
Participant Review	10

115-165 Minutes

**Middle Management Global Expansion Project**  
Parallel of International Growth Initiative

Manufacturing

## Criteria

Decisiveness  
Judgment  
Organisational Sensitivity  
People Development  
Planning & Organising  
Problem Analysis  
Strategic Perspective  
Written Communication  
**Briefing Only**  
Impact  
Interpersonal Sensitivity  
Leadership  
Listening  
Openness to Change  
Persuasive Communication  
Stress Tolerance

The Participant assumes the role of Head of Development at Alpha Plastics, a global manufacturing company. Alpha Plastics is looking to expand into Asia in the coming year and there are two locations to choose between for a new site. The Participant's role is to analyse the information collected to date and to recommend which site should be chosen and then resource the project. Information provided includes company details, Corporate Social Responsibility policies, industry trends and local area data. The Participant is also required to recommend a team to manage and deliver the project taking into account expertise, individual development needs and budget constraints.

Code:AEX-GEP

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	90
Option 2: Report & Briefing Analysis & Preparation Briefing	120 20
Participant Review	10

115-165 Minutes

# Analysis Exercises

**Middle Management**  
**Private Finance Initiative**  
 Parallel of Public-Private Partnership

Local Government

## Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Commercial Awareness  
 Written Communication

## Briefing Only

Flexibility  
 Impact  
 Listening  
 Openness to Change  
 Persuasive Communication

The Participant assumes the role of the Procurement Manager in the Finance & Planning Division of Wiltshire Council. The Council is currently redeveloping one of its schools and has decided that the service will be provided through a Public-Private Partnership. The Participant is required to analyse a range of numerical and textual information, including a risk allocation matrix, to assess the appropriateness of submissions from potential partners. Participants must provide a proposal, making recommendations as to which submissions will be short-listed. No prior knowledge of procurement procedures is required in order to complete the Exercise.

Code:AEX-PFI

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	60
Option 2: Report & Briefing Analysis & Preparation Briefing	60 40
Participant Review	10

85-125 Minutes

**Middle Management**  
**Prison Finance Project**  
 Parallel of Public-Private Partnership

Public Government

## Criteria

Attention to Detail  
 Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Commercial Awareness  
 Written Communication

## Briefing Only

Flexibility  
 Impact  
 Openness to Change  
 Listening  
 Persuasive Communication

The Participant assumes the role of the Procurement Manager in the Finance & Planning Division of the National Justice Service (NJS). The NJS is currently redeveloping one of its prisons and has decided that the service will be provided through a Public-Private Partnership. The Participant is required to analyse a range of numerical and textual information, including a risk allocation matrix, to assess the appropriateness of submissions from potential partners. Participants must provide a proposal, making recommendations as to which submissions will be short-listed. No prior knowledge of procurement procedures is required in order to complete the Exercise.

Code:AEX-PEP

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	60
Option 2: Report & Briefing Analysis & Preparation Briefing	60 40
Participant Review	10

85-125 Minutes

**Middle Management**  
**International Growth Initiative**  
 Parallel of Global Expansion Project

Manufacturing

## Criteria

Planning & Organising  
 Organisational Sensitivity  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Strategic Perspective  
 Written Communication

## Briefing Only

Stress Tolerance  
 Openness to Change  
 Leadership  
 Listening  
 Persuasive Communication  
 Impact

The Participant assumes the role of Head of Development at Delta Plastics, a global manufacturing company. Delta Plastics is looking to increase their presence in Asia in the coming year and there are two locations to choose from for a new site. The Participant's role is to analyse the information collected to date and to recommend which site should be chosen and how the project should be delivered. Information provided includes company details, Corporate Social Responsibility policies, industry trends and local area data.

Code:AEX-IGI

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	60
Option 2: Report & Briefing Analysis & Preparation Briefing	60 40
Participant Review	10

85-125 Minutes

**Middle Management**  
**Monfield Water**

Utilities

## Criteria

Commercial Awareness  
 Creativity  
 Customer Service  
 Decisiveness  
 Diversity Awareness  
 Judgement  
 Leadership  
 Organisational Sensitivity  
 People Development  
 Planning & Organising  
 Problem Analysis  
 Written Communication

The Participant assumes the role of Director at Monfield Water, one of the leading providers of clean and waste water services in the UK. The participant is required to write a draft Strategic Direction Paper which will be used to inform a quarterly meeting with the industry regulator. It will also form the foundation of the organisation's annual business plan. Using the quantitative and qualitative data provided, the Participant will identify priorities, consider risks and opportunities, and outline a core strategy for meeting organisational objectives. No prior experience of Utility or related services is assumed.

Code:AEX-CW

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	90
Option 2: Presentation Only Preparation Presentation and Q&A	90 30
Participant Review	10

115-145 Minutes

# Analysis Exercises

## Executive and Senior Management

### Aramec's Strategy Review

Parallel of Redisso's Strategic Realignment

IT

#### Criteria

Openness to Change  
 Planning & Organising  
 Organisational Sensitivity  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Creativity  
 Commercial Awareness  
 Strategic Perspective  
 Written Communication  
 Interpersonal Sensitivity  
 Customer Service

#### Briefing Only

Listening  
 Persuasive Communication  
 Impact  
 Stress Tolerance

The Participant assumes the role of Head of Commercial Operations at Aramec S.A., a medium software solutions business. A Non-Executive Director of Aramec's Board has voiced concerns about the Company's declining profit margins and highlighted a potential need to re-structure the business and realign its growth strategy. The Participant must carry out a detailed review of Aramec's financial and commercial performance over the last three years and set out clear recommendations for how this might be improved in the short, medium and long term.

Code:AEX-ASR

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	80
Option 2: Report & Briefing Analysis & Preparation	80
Briefing	40
Participant Review	10

105-145 Minutes

## Executive and Senior Management

### Recreational Service Transformation

Parallel of Improving Performance

Local Government

#### Criteria

Planning & Organising  
 Judgement  
 Problem Analysis  
 Decisiveness  
 Commercial Awareness  
 Strategic Perspective  
 Customer Service  
 Written Communication

#### Briefing Only

Flexibility  
 Impact  
 Listening  
 Persuasive Communication  
 Stress Tolerance

The Participant assumes the role of a newly appointed Director of Culture and Recreational Services within a Council. The Chief Executive has asked them to look at current performance across a number of internal divisions within the department, make recommendations for improving performance and service delivery and detail actions which could be made to save costs.

Code:AEX-RST

VirtualAC Tutorial + Instructions	15
Option 1: Report Only Analysis & Report Writing	60
Option 2: Report & Briefing Analysis & Preparation	60
Briefing	40
Participant Review	10

85-125 Minutes

# Day-in-the-Life Exercises

## First-Line Management Strides Customer Engagement Manager

### Healthcare

#### Criteria

Stress Tolerance  
Flexibility  
Integrity  
Planning & Organising  
Leadership  
People Development  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Persuasive Communication  
Interpersonal Sensitivity  
Initiative

The Participant assumes the role of a newly appointed Customer Engagement Manager in the Marketing Department at Strides, an international gym and health club chain. The exercise is made up of three different components: an email section (similar to an Inbox or In-basket), an Analysis Exercise with a briefing call and an Internal Interview Simulation (or Roleplay). In the email section of the exercise, the Participant is faced with staff issues, a decision about a new commercial partner and a review of team processes. In the Analysis Exercise they are required to review the success of previous marketing campaigns, and in the Interview Simulation they need to address performance issues with a direct report.

Code: DIL-SCEM

VirtualAC Tutorial + Instructions	20
Exercise	195
Participant Review	15

230 Minutes

## Middle Management Golden Square

### Professional Services

#### Criteria

Stress Tolerance  
Flexibility  
Integrity  
Planning & Organising  
Leadership  
People Development  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Persuasive Communication  
Interpersonal Sensitivity  
Initiative

The Participant assumes the role of a newly appointed Senior Manager in the Professional Services firm Golden Square. The exercise is made up of three different components: an email section (similar to an Inbox or In-basket), an Analysis Exercise with a Briefing call and an Internal Interview Simulation (or Roleplay). In the email section of the exercise, the Participant is presented with a recent staff survey, a budget review, and an issue concerning the overcharging of a Client. In the Analysis Exercise they are required to analyse data and information relating to the performance of the teams they manage, and in the Interview Simulation they need to build rapport, coach and raise issues with a direct report.

Code: DIL-GS

VirtualAC Tutorial + Instructions	20
Exercise	195
Participant Review	15

230 Minutes

## Middle Management GC Regional Manager

### Manufacturing

#### Criteria

Stress Tolerance  
Flexibility  
Integrity  
Planning & Organising  
Leadership  
People Development  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Persuasive Communication  
Interpersonal Sensitivity  
Initiative

The Participant assumes the role of the newly appointed Regional Commercial Manager for the Middle East for Groupe Chaumont (known as 'GC'). GC is an international manufacturer of soft drinks. The exercise is made up of three different components: an email section (similar to an Inbox or In-basket), an Analysis Exercise with a Briefing call and an Internal Interview Simulation (or Roleplay). In the email section of the exercise, the Participant is faced with a sales query, a request for recommendations about a possible licencing agreement, and a need to review outputs of a staff survey. In the Analysis Exercise the Participant has to review data and information relating to an explosion in one of the factories, and in the Interview Simulation they have a meeting with a direct report to address some performance issues.

Code: DIL-GS

VirtualAC Tutorial + Instructions	20
Exercise	195
Participant Review	15

230 Minutes

## Executive and Senior Management Seigo's Head of Strategic Change

### Manufacturing

#### Criteria

Stress Tolerance  
Flexibility  
Integrity  
Planning & Organising  
Leadership  
People Development  
Judgement  
Problem Analysis  
Decisiveness  
Strategic Perspective  
Persuasive Communication  
Interpersonal Sensitivity  
Initiative

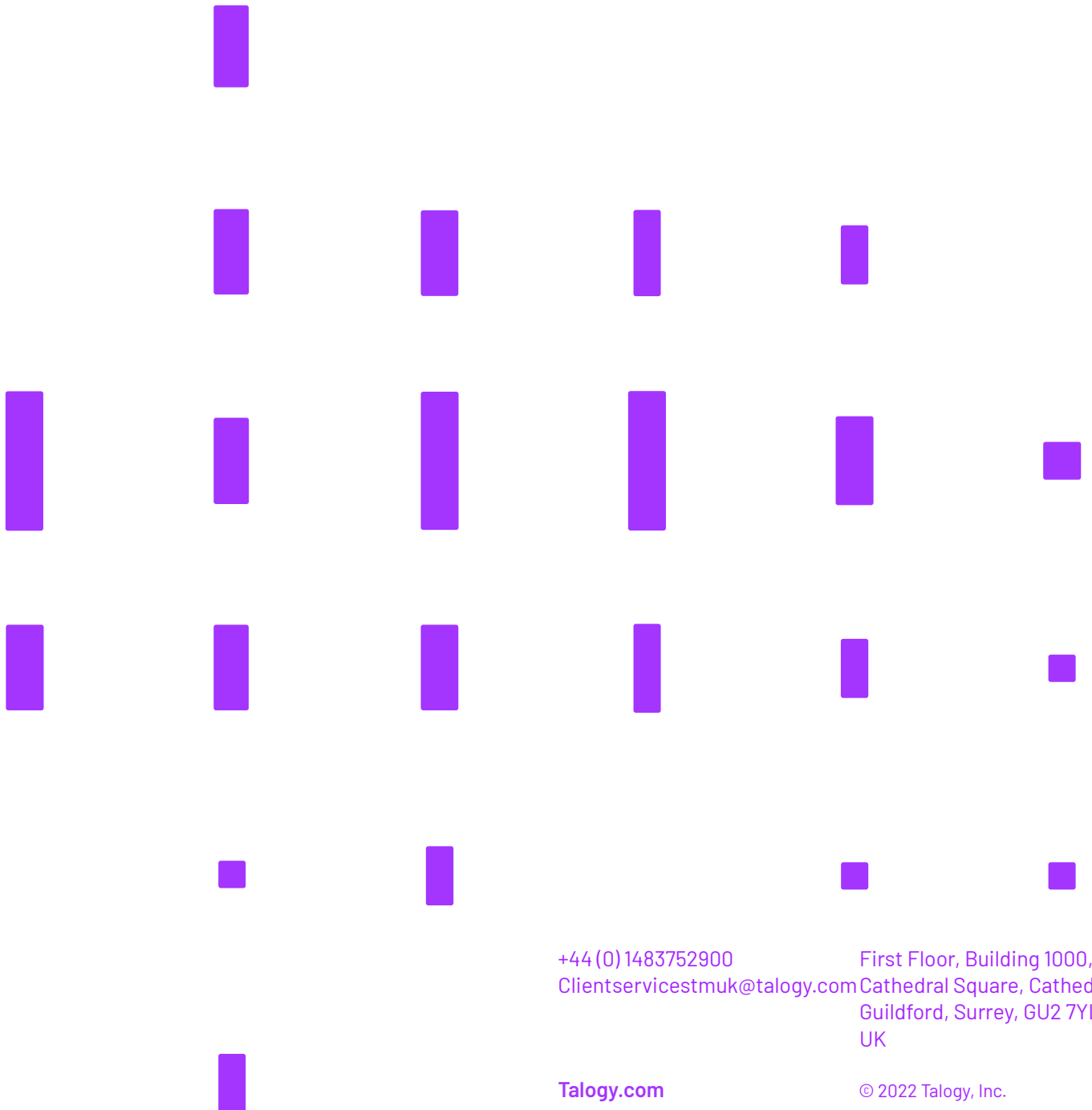
The Participant assumes the role of the newly appointed Head of Strategic Change at Seigo, an international toy manufacturing company. The exercise is made up of three different components: an email section (similar to an Inbox or In-basket), an Analysis Exercise with a briefing call and an Internal Interview Simulation (or roleplay). In the email section of the exercise, the Participant is faced with tensions between two senior staff members, a request for recommendations based on the outputs of an engagement survey, and issues regarding sustainability within the toy industry. In the Analysis exercise the Participant has to review data and information relating to Seigo's performance in the Asia-Pacific region, and in the Interview Simulation they meet with a Senior Level Peer, with whom they need to build rapport and raise some specific issues.

Code: DIL-SHS

VirtualAC Tutorial + Instructions	20
Exercise	195
Participant Review	10

230 Minutes





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