



Potomac Chapter, International Society for Performance Improvement
and Virginia Tech Present

A Learning You Can Use Tomorrow Program
**Improving Organizational Effectiveness
through Simulations**

David Wilkins, Senior Director, Product Strategy, Mzinga

Wednesday, March 11th, 2008 – 6:00 to 8:30 p.m.

Virginia Tech – Northern Virginia Graduate Center - Room 100
7054 Haycock Road, Falls Church, VA 22043 - [See a map](#)

Across the Parking Lot from West Falls Church Metro (Orange Line)
Parking at West Falls Church Metro or adjacent University Lot

RESERVATIONS: Register Online at www.ispi-dc.org
Terry Goodwin, Program Chair programs@ispi-dc.org (202) 546-8483

ALL VT NVC STUDENTS AND FACULTY ATTEND FREE!!!

ISPI Members/Other Students: \$15 Non-Members: \$25 Register Online

HOW CAN SIMLULATIONS HELP YOU IMPROVE PERFORMANCE?

Simulations can deliver big benefits in improving organizational performance, both in prototyping new processes and optimizing performance within existing systems and processes. In this session, we'll discuss real cases of how large organizations have driven better results through the use of simulation, results like: reductions in data entry errors, greater efficiency, increased productivity, improved customer satisfaction, and reduced cycle times in various processes. Through the exploration of a sample simulation and hands-on exercise, this session will cover some of the key design principles to consider when creating simulations. We'll conclude by discussing some options available for building immersive simulations. You will be able to: identify key simulation design principles, determine options for building various kinds of simulations, and develop ROI or business models for using simulation in different scenarios.

With nearly 15 years of experience in enterprise learning, workforce collaboration, software simulation, and performance support, **Dave Wilkins** heads Mzinga's product strategy. An engaging presenter and thought leader, he has presented for Enterprise 2.0, the eLearning Guild, Training Magazine, ISPI, and DevLearn, and been published in numerous trade magazines. Previously Senior Director of Product Strategy for KnowledgePlanet, earlier Dave oversaw the development of Firefly, a leading software simulation tool. He holds an M.A. from the University of New Hampshire, Durham.