

The Science of Presence: Improving Emotional Intelligence Through Immersive VR

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STRATEGY

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Mursion



What is Mursion?

Powered by a blend of AI and live human interaction, Mursion provides **immersive VR training for essential skills** in the workplace.

Content examples



Facilitate difficult conversations



Create an inclusive work environment



Coach struggling employees



De-escalate interoffice conflict



Influence without authority



Communicate sensitive messages



Deliver effective presentations



Motivate and engage teams



Adapt interpersonal styles to optimize team performance



Handle challenging HR situations with poise



Deliver feedback with candor and empathy



Conduct effective interviews



Use simulations
to stress test
for high stakes
situations at
work, requiring
authenticity and
presence

Can the art of
listening and
speaking be
taught?



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CNBC.com
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What's in a conversation?
Much more than we
realize...



Nonverbal
[presence, posture,
gestures, facial
expressions]



Listening [focus,
inviting response,
signal
understanding]



Speaking [alignment
of thoughts/body
language/words,
paraphrasing what is
heard, clarifying
assumptions]



Cadence [silence,
pauses, rhythm,
dynamics]

The soft skills gap is urgent **58%**

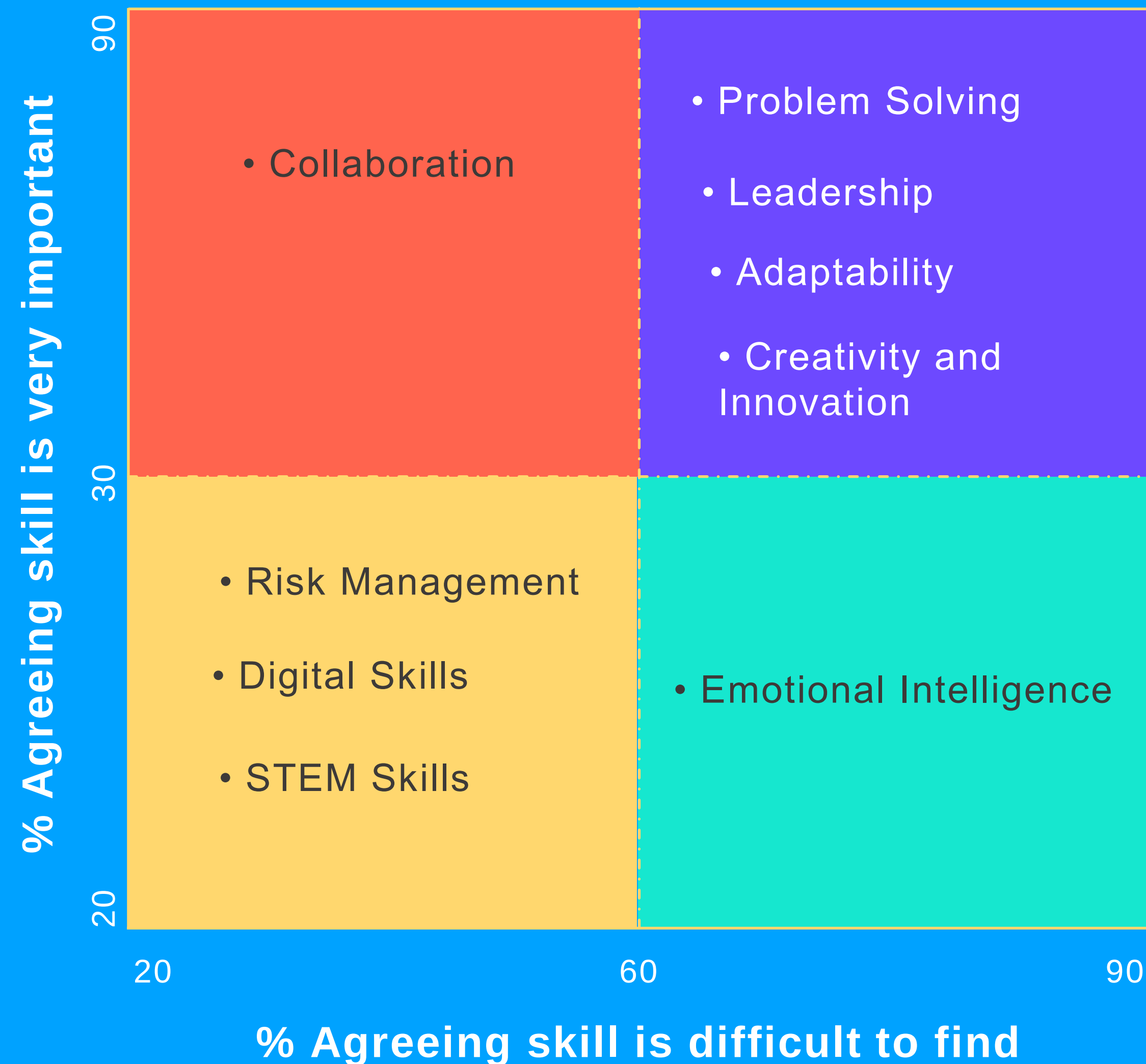
of hiring managers say the lack of soft skills among job candidates is limiting their company's productivity
(LinkedIn)

\$81bn

estimated annual economic cost of the soft skills gap in the US by 2025

("The economic cost of unfilled jobs in the U.S." November 2014)

Soft skills are in demand—but hard to find (20th CEO Survey by PwC)





66% of 18-34 year olds strongly feel they need opportunities to improve interpersonal skills



Only **11%** of executives strongly feel that their leadership development programs achieve desired results



Two thirds of all jobs in 2030 will be “soft-skills intensive”.



Only **33%** of U.S. Employees are “engaged at work” compared to 70% of employees at the world’s best organizations. Only 13% of employees strongly agree the leadership of their organization communicates effectively.



52% of L&D leaders say “Leadership Development/People Management” are the most important skills to train

Empathy is the linchpin

According to a DDI database, empathy was the foundational skill, with the largest positive correlation

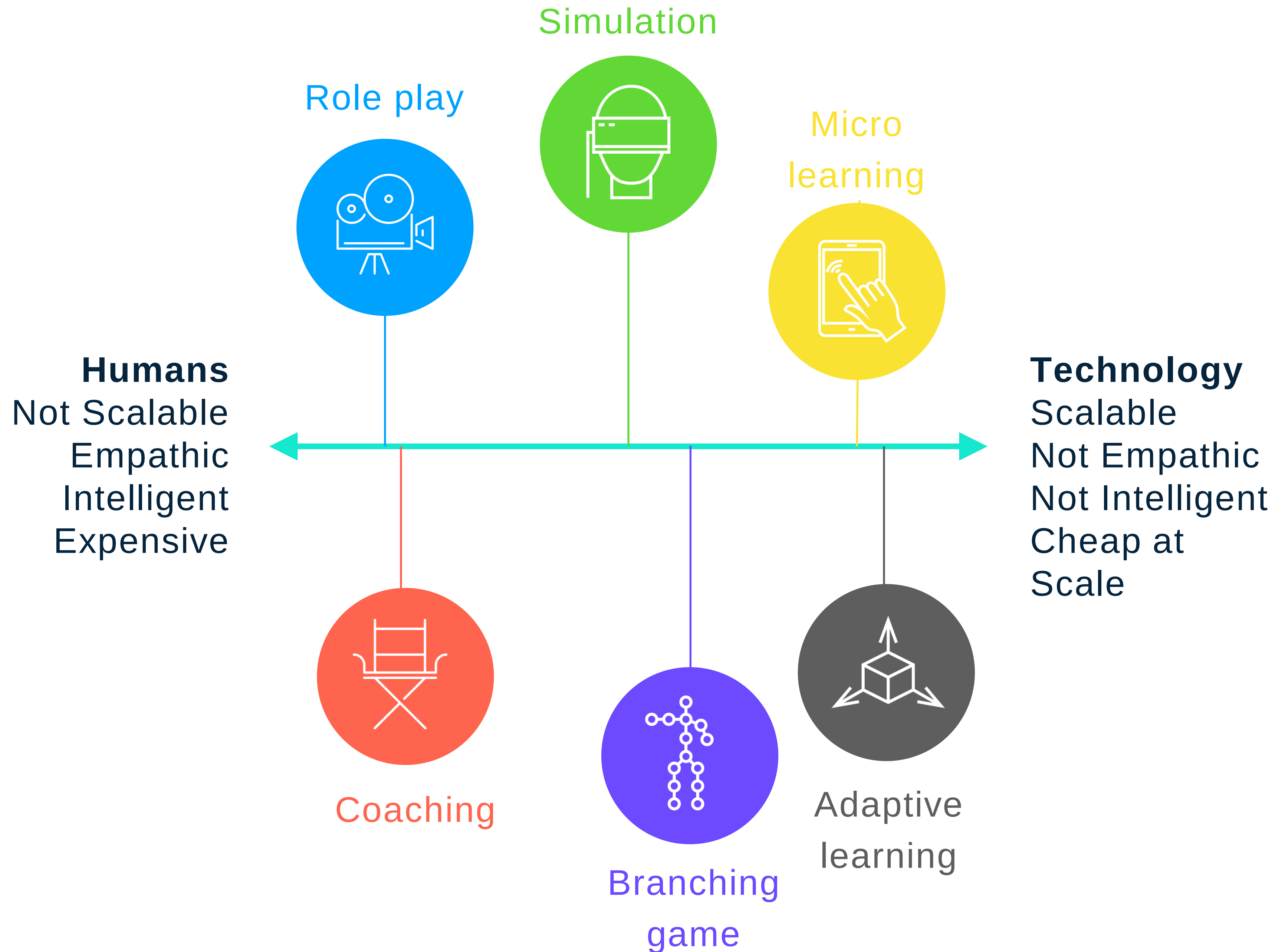
SINAR, EVAN. "THE HARD SCIENCE BEHIND SOFT SKILLS." *CHIEF LEARNING OFFICER - CLO MEDIA*, 25 APR. 2016, WWW.CLOMEDIA.COM/2016/04/25/THE-HARD-SCIENCE-BEHIND-SOFT-SKILLS/.

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SHUTTERSTOCK.COM



What the data on soft skills training says

- **Soft skills can be trained.** Leaders who undergo behavior based soft skill training report a 49 percent increase in soft skills post training.
- **Soft skills training pays off.** Organizations demonstrate an average return on investment of \$4,000 for every \$1,100 spent developing soft skills.



Spectrum of
human to AI
provides range of
training options

“Training soft skills should be viewed as a sport. It takes a combination of positive modeling, repeated skill practice, on the job application.”

-Richard Wellins and
Evan Sinar, “The Hard
Science of Soft Skills”

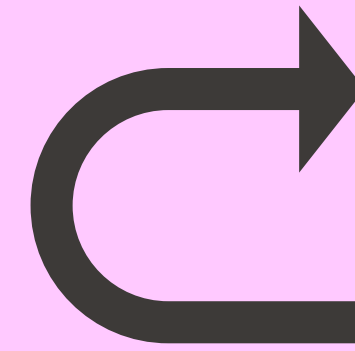
Why simulation works for developing interpersonal skills



Immersive training simultaneously engages emotional and cognitive processes



Targeted scenarios focus on specific objectives, isolate critical challenges



Iterative practice solidifies skill through spaced repetition

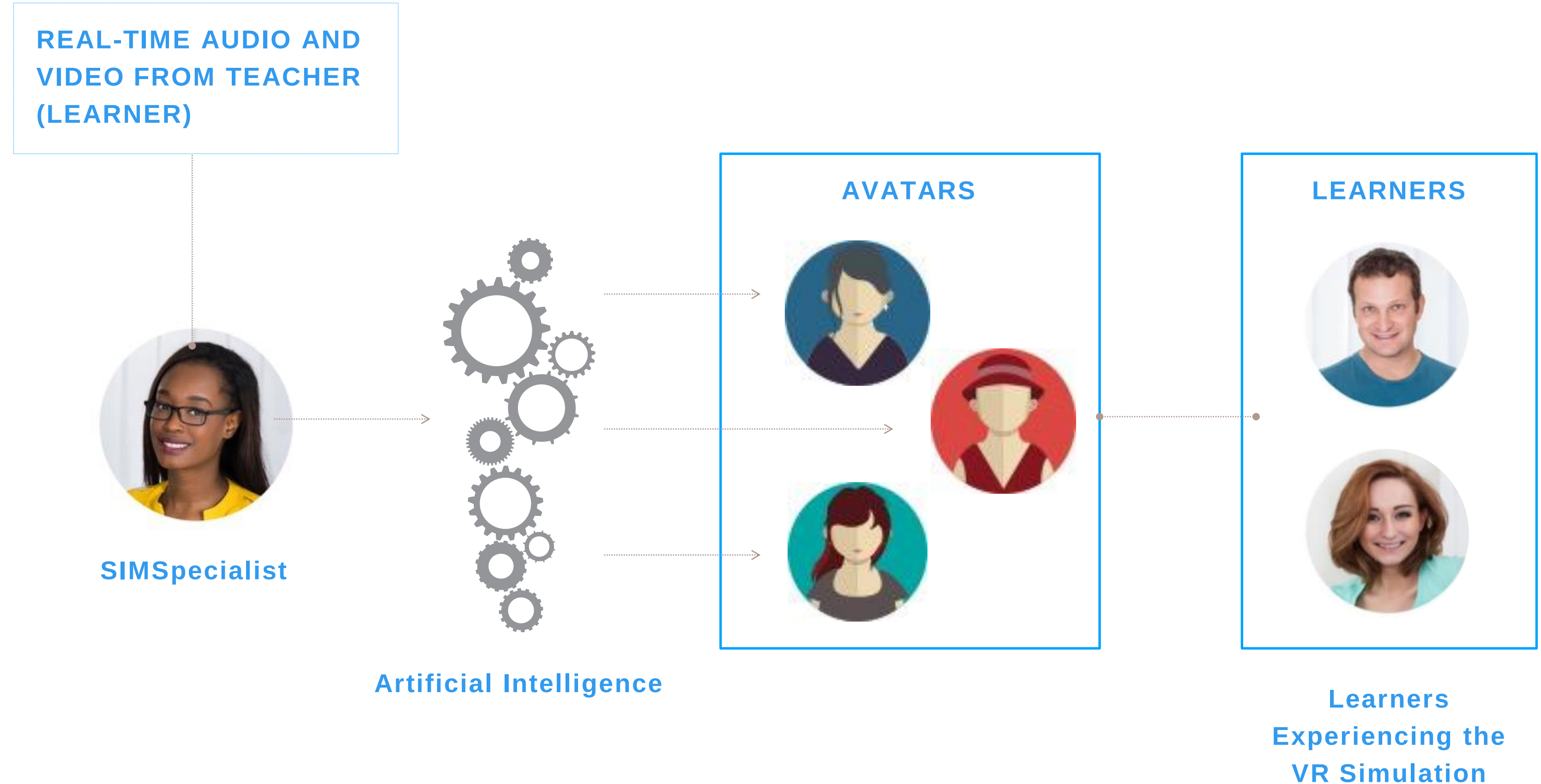


Immediate feedback allows learner to adjust effort and performance based on results

How it Works: Human & AI blend

Artificial Intelligence allows subject matter experts to control single or multiple avatars

Machine learning used to predict and classify learner's simulation performance
Learners can **personalize the learning challenge** in real time

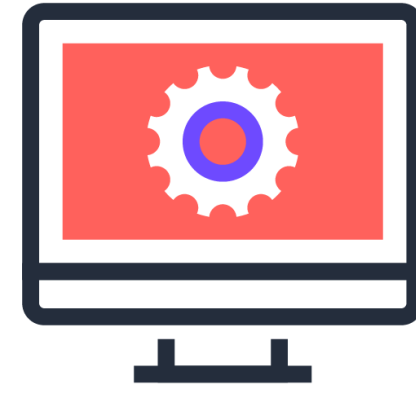




LEADERSHIP
SCENARIO:

DEMO

Our collaborative process



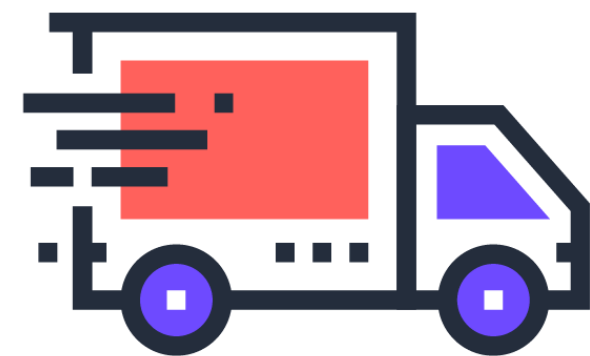
Step 1: Scenario Design

We provide the template, you give us the content.
Alignment ensured.



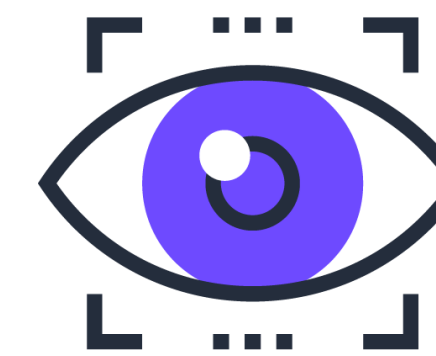
Step 2: Scheduling

Users receive a link to schedule their sessions.



Step 3: Delivery

Choose your learning model.
Minimal equipment required.
All types of sessions can be recorded.



Step 4: Analyze and Refine

Review results against benchmarked objectives, make adjustments

You choose the Learning Model



Private Practice:

For most intensive practice. Learners experience multiple rounds of complex simulation sessions.



Group Workshop:

Team-based approach, in which each person interacts with avatars while others observe.



ILT Fishbowl

Groups of learners experiences simulations in a fishbowl format, where only a few interactions occur.



Software License

Design, schedule and deliver your own simulations by software subscription.

Reaction

Get a baseline.

Measure your learners' initial reaction to gain an understanding of the training program and valuable insights into material quality, educator, and more.

Measures of Success

- Perception surveys from learners
- Quantitative items (Likert Scales)
- Qualitative items (open-ended questions)
- Metacognitive reflection

Learning

Measure how much information was effectively absorbed during the training and map it to the program or individual learning objectives.

Measures of Success

- **Intelligent human assessment** (subjective components)
- **Basic performance metrics** from data-rich simulation environment (turn taking, articulation rate, listening, rapport building)
- **Derived metrics** (emotional prosody, influence)
- **Complex constructs such as engagement and empathy** (derived and contextually varied)

Behavior

Measure how much your training has influenced the behavior of the learners and evaluate how they apply this information on the job.

Measures of Success

- Observational data can be collected during and immediately after simulations
- 360 reviews of learners (supervisor, peer, direct reports) for evidence of behavior change
- Learner reflection data

Results

Measure and analyze the impact your training has had at the business level, and be sure to tie it to the individual or program.



Measures of Success

- Identity data sources that yield either proximal or distal data (e.g. retention rates)
- Correlations between training and business impact (brand, customer service ratings, turnover, productivity, product quality, engagement scores)

Questions?



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