
CINEMATIC
LEARNING
PLAYING IS BELIEVING

What does VRH do?

REVOLUTIONIZING LEADERSHIP DEVELOPMENT

The best Business Books as Cinematic VR Simulations with Empathic AI Coaching for High Performance Teams



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Sounds cool. So what exactly is VRH?

Think of the VRH Leadership Learning Platform as a much better *Masterclass*. Instead of watching a YouTube video of a thought leader explaining their ideas, immerse yourself in a simulation and play with their ideas.



Sounds cool.
What do Leaders thank VRH for?



accenture

"The Future of Learning. Essential Experiences for our Organizational Development."

Jürgen Pinkl
Sr. Managing Director
Accenture Technology



Hasso Plattner Institut HPI ACADEMY

"A uniquely cinematic Experience for Leaders to learn navigating Uncertainty!"

Stephanie Plattner
Member of the Board
Hasso Plattner Foundation



T-Mobile

"I love the VRH Experiences. They are a key part in our digital transformation."

Mark Klein
Former CEO T-Mobile Nederlands
Chief Digital Officer Ergo Group



HUMAN RESOURCES EXCELLENCE AWARDS WINNER

"VRH truly delivers THE best Learning & Development Innovation of the Year!"

Cindy Rubbens
Co-Chair "HR Innovation Award"
CHRO Blacklane



Die Sparkasse Bremen

"VRH is the best way for me to develop my Board!"

Dr. rer. nat. Tim Nesemann
CEO Die Sparkasse Bremen



Google

"The VRH Experiences immediately levelled up my Teams."

Leah Blessin
Director Customer Experience



swissport

"Love the AI Coaching!"

Cortney Endecott
VP HR DACH
Swissport





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Tell me about your first Title...

"One of the 12 best business books of all time.... Timeless principles of empowering leadership."

USA TODAY

"The best how-to manual anywhere for managers on delegating, training, and driving flawless execution."

FORTUNE

"The kind of leader who comes around only once in a generation... his ideas and lessons are invaluable" - Simon Sinek

"...the most empowered organization I've ever experienced!" - Stephen Covey



"I wish I could have played this Game before I lived through it..."

L.David Marquet
Captain (retired)
US Navy

US Navy

"This was honestly life-changing."

Bernd Straubinger
CTO
Daimler

DAIMLER

THE VR DIVE

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How does The VRDive work?


Four Players together in a physical room....
THE DIVE
AT CRUSH DEPTH, MEET THE LEADER YOU TRULY ARE.
ADERS IN CARS GETTING COFFEE


...or connect remotely from the comfort of your home or office.



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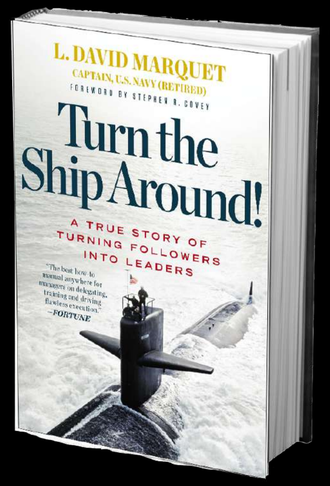
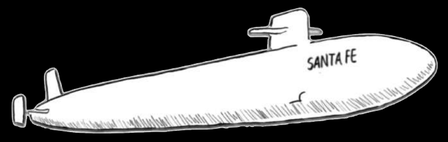
They all meet in a virtual space. Though based on the book of a submarine captain, the VRDive is not a submarine simulation! It is a leadership experience. Players learn how to collaborate and communicate in high stress situations. The Game's Cinematic Story only serves to fully immerse players emotionally.

Explain this concept of ‘Cinematic Learning’ to immerse Players...

How CINEMATIC VRH LEARNING works

PLAYING IS BELIEVING





Intent-based Collaboration and Communication

Key Message of the Book

Man the Bridge of a Submarine

CoreX - Fun & Impactful Game Mechanic

Rescue Operation in the Yellow Sea



Setting of the Cinematic VR Learning Experience



[Key Message / Game Mechanic] x Cinematic Setting

VRH's magic happens along 3 complementary vectors. We extract the essence of great Leadership Stories, reflect them in engaging Game Mechanics and set them in immersive Scenarios, which emotionally wrap around players like a Hollywood movie. The emotion anchors their learning.

The VRDive places four players on patrol in a modern submarine and confronts them with high-stakes mission, inspired by real-life events of USS Santa Fe. Communicate and Collaborate to succeed in your objectives

So our Stories aren't just boring digital translations of Leadership Books, but complete re-imaginations custom-made for the emotional medium of Virtual Reality.

The Result? Learning that is fun and produces real Results.

How Cinematic VR Learning works

PLAYING IS BELIEVING

Massachusetts Institute of Technology

VR training can improve people performance by 70%, due to a higher emotional connection created by a (perceived) real-life experience...

Stanford University

...our main conclusion is that VR has a positive effect on learning gains...VR vastly improves the learning process...

HARVARD
Office of the Vice Provost for Advances in Learning

...VR can be used as a powerful tool to deepen learners' understanding through experiential learning to help them engage with the material in ways that traditional approaches cannot.

USC UNIVERSITY OF SOUTHERN CALIFORNIA
Games Cinematic Arts

Research results shows higher self-efficacy. Application of virtual reality to experiential education greatly enhance the learning impact.

What can I expect to get out of playing ‘The VRDive’ Experience?

THE VRDIVE

Hundreds of Leadership Teams have been inspired by the VRDive since its release in 2019. The VRDive translates US Navy Captain L. David Marquet's amazing true story aboard nuclear submarine USS Santa Fe, into a uniquely immersive Virtual Reality Gaming Experience. David turned the worst boat in the Navy into the best in fleet history. Many players have since applied their insights from the VRDive Experience to their own organizations, creating teams and workplaces where everyone takes responsibility for their actions, where followers grow to become leaders and where happier Teams, with maximum Clarity, drive dramatically better results.

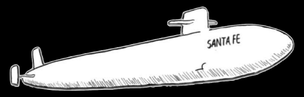
The VRDive puts a team of four in David's shoes. Marquet was the youngest Naval Academy graduated to be selected for submarine command. Trained to give orders in the traditional leadership model of command & control, his first boat was USS Santa Fe, a Los Angels class submarine. Your team will face the high-stress environment of a modern submarine, where there's little margin for error. Reverse the trends David found on the Santa Fe: poor morale, poor performance, and the worst retention rate in the fleet. Learn to turn your ship around.

It's your Job now to turn the Ship around and achieve breakout Team Performance! The game reflects David's frustration of running into trouble unknowingly giving an impossible order, and his crew trying to follow it anyway. When he asked why, the answer was: "Because you told us to." Marquet realized a crew only doing what they were told, was simply not good enough in a highly complex environment. You and your Team will experience the same challenge in the dangerous waters around Korea's peninsula.

Flip traditional hierarchical leadership on its head and push for decision-making at every level. The VRDive allows for players to attempt for themselves to make Santa Fe skyrocket from worst to first in the fleet. Challenge your own approach to Leadership. Struggle -like David did- against your own instincts to take control, while trying to enable the vastly more powerful model of giving control to your Crew, and creating leaders to beat the Games challenging scenarios. Patrol treacherous waters, solve tricky situations, overcome ambiguous scenarios with great decision making and ultimately attempt to rescue a friendly vessel, which is damaged and stranded in dangerous territory.

Test yourself to turn your virtual Santa Fe's crew into leaders who assume responsibility for everything they do, from clerical tasks to crucial combat decisions. Strive to level up your Crew to be fully engaged, contributing their full intellectual capacity for every decision. while self-organizing themselves in an agile way. As a Team, learn how Santa Fe set records for performance, morale, retention, and grooming the highest number of officers into captains.

Whether you need a major change of course or just a tweak of the rudder, The VRDive invites you to try applying Marquet's principles to turn your own ship around in a Cinematic Learning Experience. One thing is certain: At Crush Depth, you will meet the Leader that you truly are!



Can you show me some
of the key features
of ‘The VRDive’ ?

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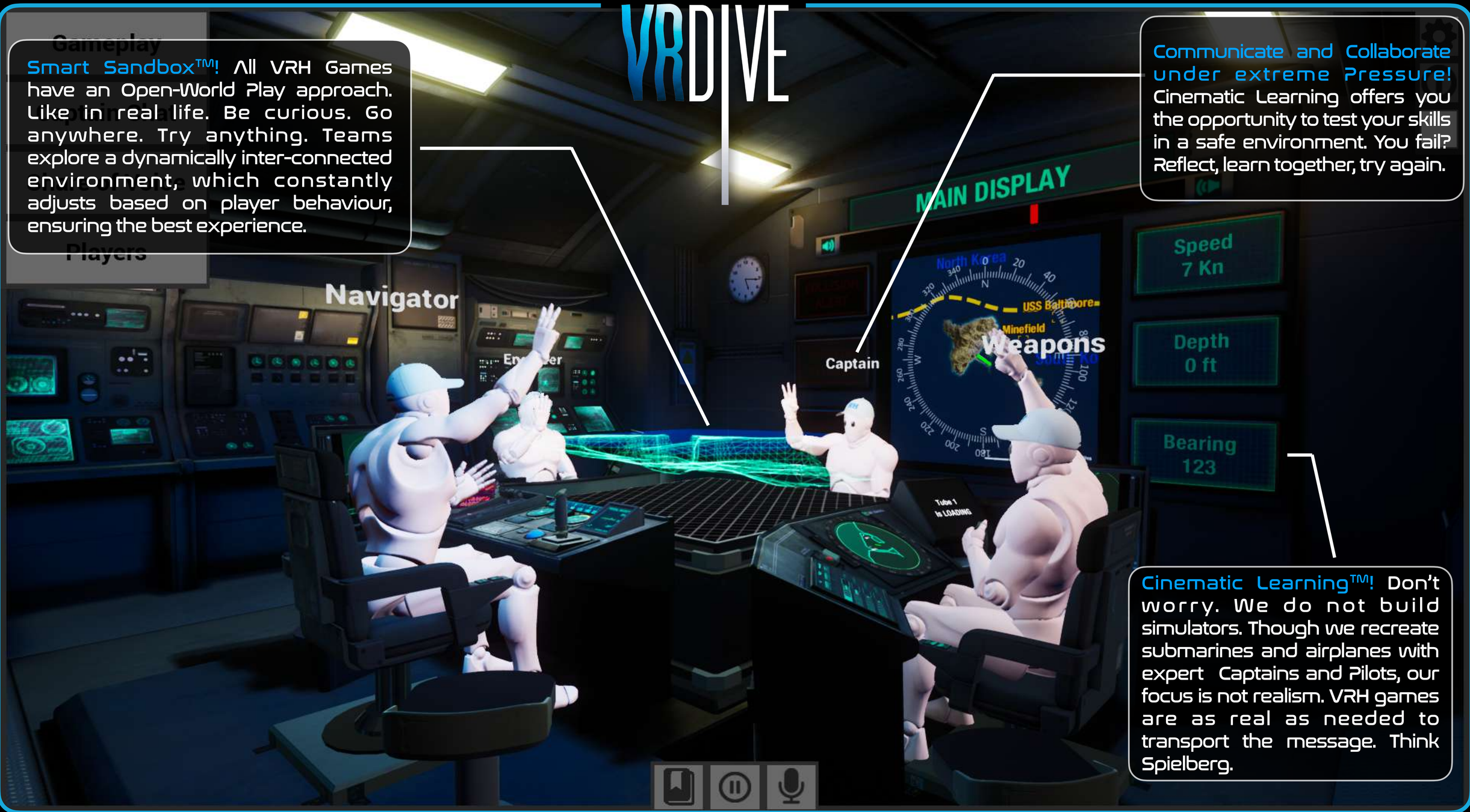
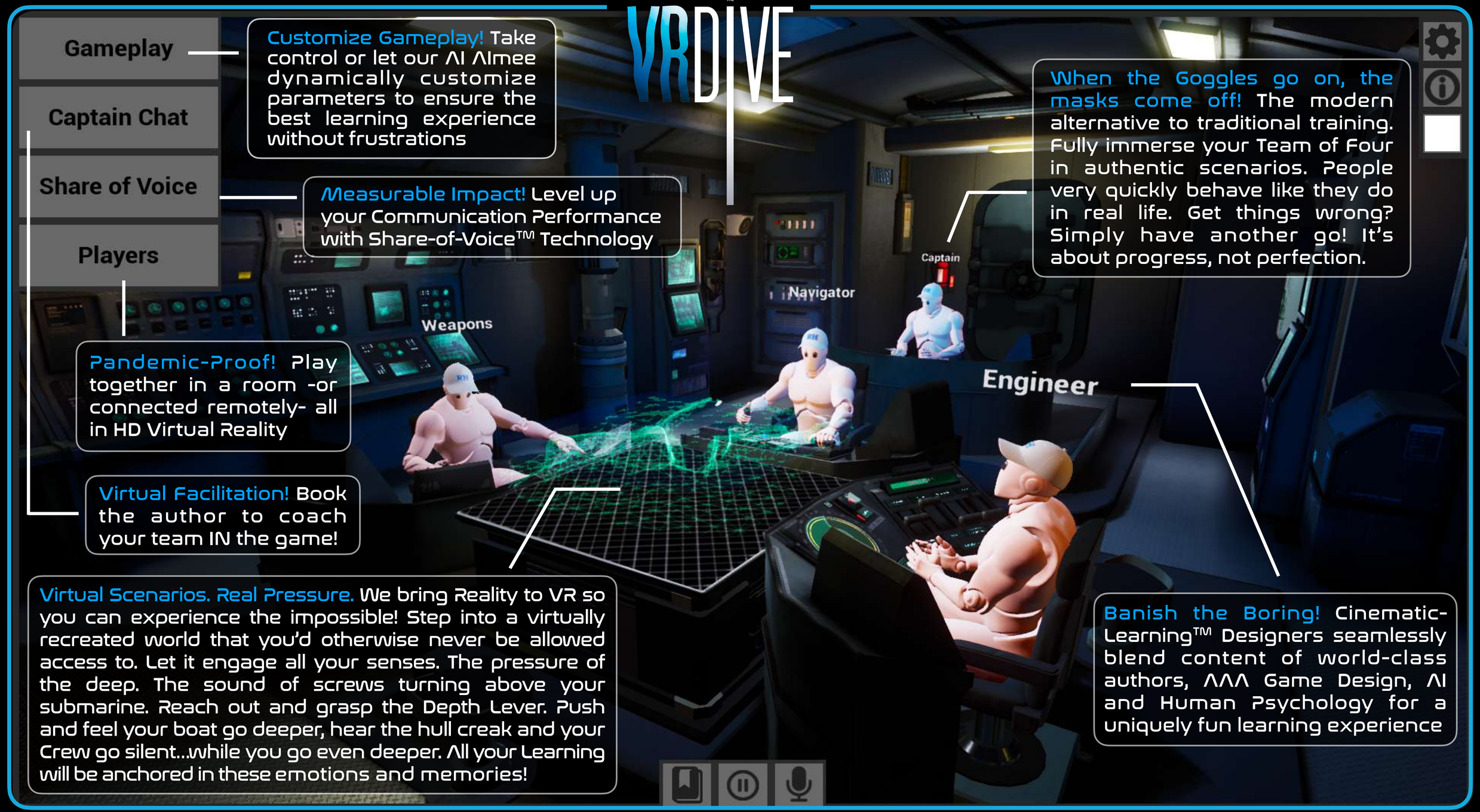
THE VRDIVE

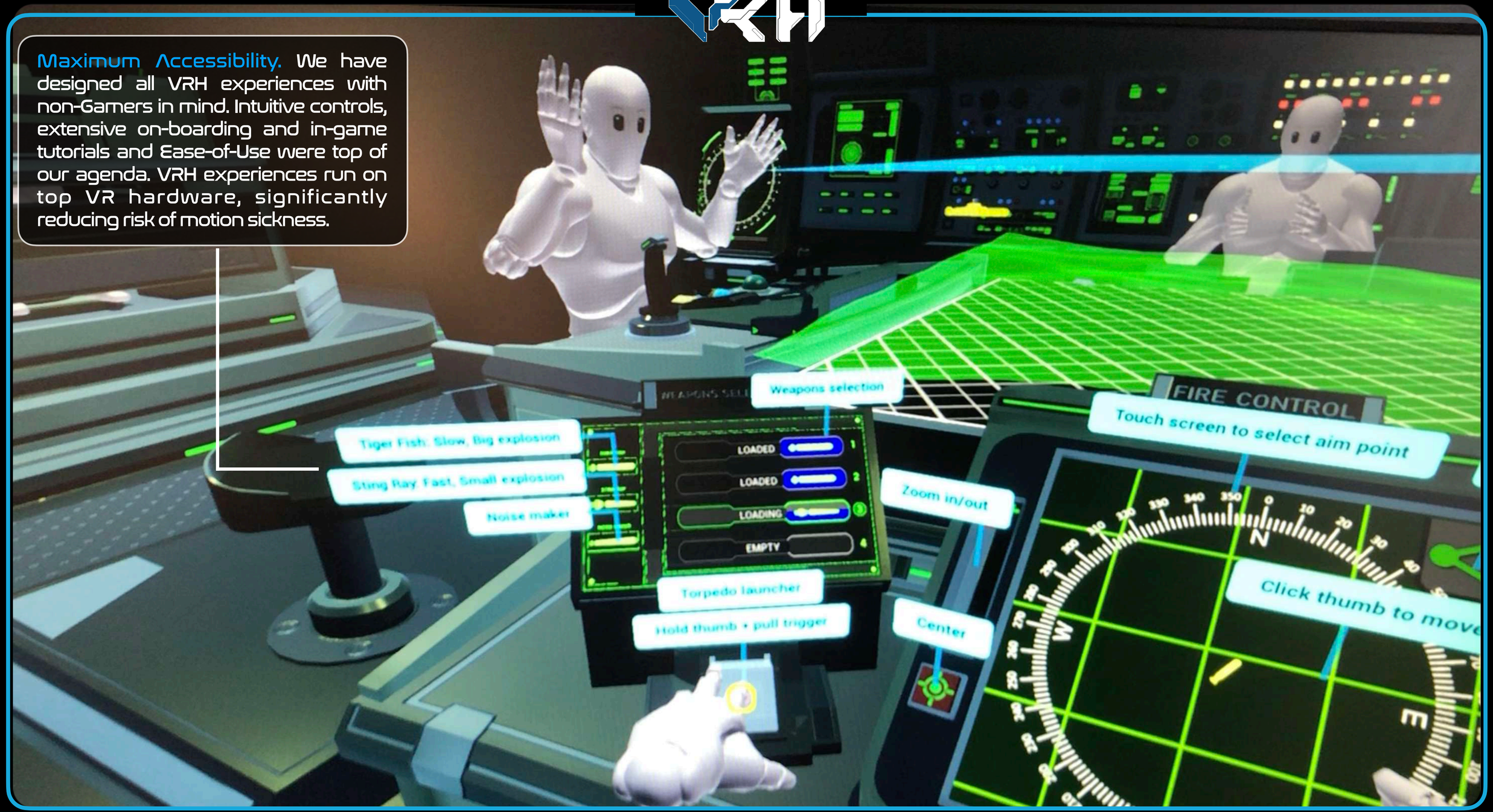


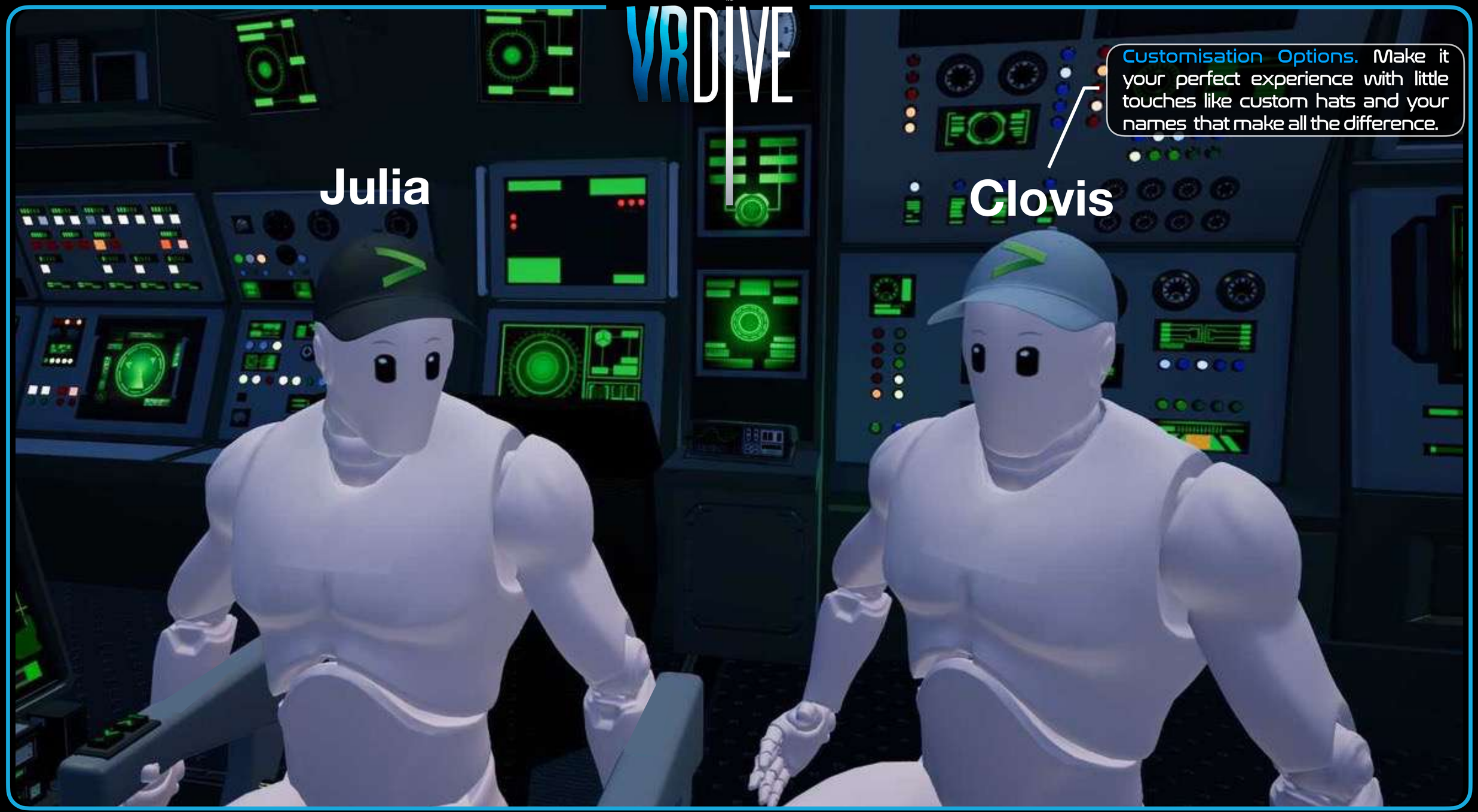
Smart Sandbox™! All VRH Games have an Open-World Play approach. Like in real life. Be curious. Go anywhere. Try anything. Teams explore a dynamically inter-connected environment, which constantly adjusts based on player behaviour, ensuring the best experience.

Communicate and Collaborate under extreme Pressure! Cinematic Learning offers you the opportunity to test your skills in a safe environment. You fail? Reflect, learn together, try again.

Cinematic Learning™! Don't worry. We do not build simulators. Though we recreate submarines and airplanes with expert Captains and Pilots, our focus is not realism. VRH games are as real as needed to transport the message. Think Spielberg.


THE VR DIVE
Gameplay
Captain Chat
Share of Voice
Players
Customize Gameplay! Take control or let our AI AImee dynamically customize parameters to ensure the best learning experience without frustrations
Measurable Impact! Level up your Communication Performance with Share-of-Voice™ Technology
Pandemic-Proof! Play together in a room -or connected remotely- all in HD Virtual Reality
Virtual Facilitation! Book the author to coach your team IN the game!
When the Goggles go on, the masks come off! The modern alternative to traditional training. Fully immerse your Team of Four in authentic scenarios. People very quickly behave like they do in real life. Get things wrong? Simply have another go! It's about progress, not perfection.
Captain
Navigator
Weapons
Engineer
Virtual Scenarios. Real Pressure. We bring Reality to VR so you can experience the impossible! Step into a virtually recreated world that you'd otherwise never be allowed access to. Let it engage all your senses. The pressure of the deep. The sound of screws turning above your submarine. Reach out and grasp the Depth Lever. Push and feel your boat go deeper, hear the hull creak and your Crew go silent...while you go even deeper. All your Learning will be anchored in these emotions and memories!
Banish the Boring! Cinematic-Learning™ Designers seamlessly blend content of world-class authors, AAA Game Design, AI and Human Psychology for a uniquely fun learning experience


Maximum Accessibility. We have designed all VRH experiences with non-Gamers in mind. Intuitive controls, extensive on-boarding and in-game tutorials and Ease-of-Use were top of our agenda. VRH experiences run on top VR hardware, significantly reducing risk of motion sickness.
Weapons selection
Tiger Fish: Slow, Big explosion
Sting Ray: Fast, Small explosion
Noise maker
LOADED
LOADED
LOADING
EMPTY
Torpedo launcher
Hold thumb + pull trigger
Zoom in/out
Center
FIRE CONTROL
Touch screen to select aim point
Click thumb to move


THE VR DIVE
Julia
Clovis
Customisation Options. Make it your perfect experience with little touches like custom hats and your names that make all the difference.



...but can it run Crysis'? The magic of VRH experiences is how their learning content is anchored in Hollywood-esque Cinematic Learning formats. Every VRH Experience will wow you. That's our promise to you.

THE VR DIVE

Reflect on your action in Hollywood-style! All play-throughs are recorded to add an evidence-based reflection session for Teams. Relive the Action from all perspectives and miss no learning opportunity!
As a facilitator, learn to direct the experience like a movie director and take your coaching to a new level!

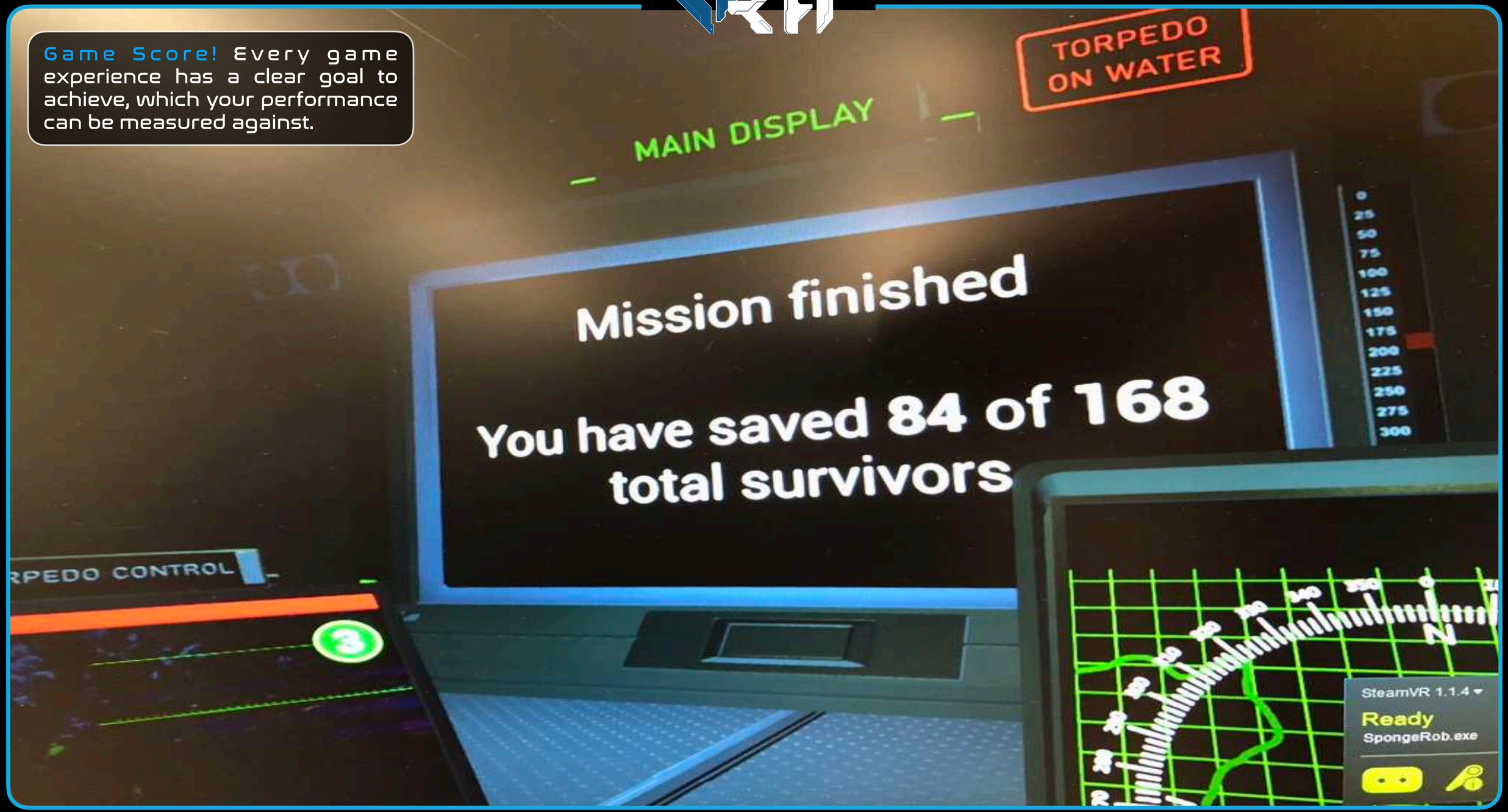
Virtual Coaching! Have a facilitator of your choice observe and coach your in VR. Or even book the author!

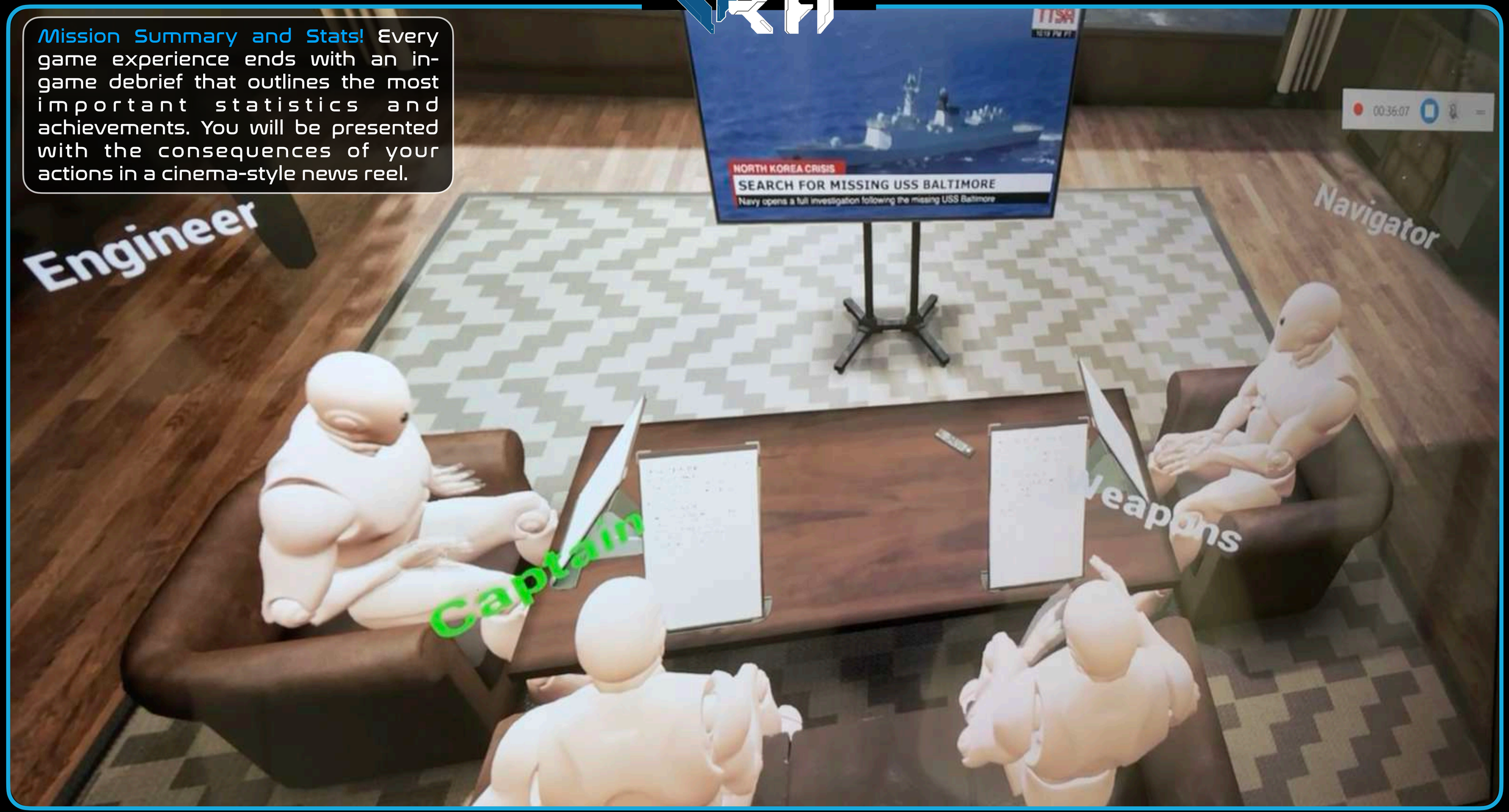
Next Generation AI Facilitation! Our AI Sisu, has an all encompassing view on the Gameplay. Correlating Game Data, behavioural analytics and biometrics, she can point out your key learning points!




THE VR DIVE
FEEDBACK
Eurowings
D
FILE: Merchant MS
500
1000
1500
2000
Bring in the Expert virtually! The author of the book - in this case L.David Marquet - can remotely connect to the team playing in VR and give them real-time feedback on their performance.

How do you measure the Business Impact of the VRH Leadership Experiences?


Game Score! Every game experience has a clear goal to achieve, which your performance can be measured against.
TORPEDO ON WATER
MAIN DISPLAY
Mission finished
You have saved 84 of 168 total survivors
RPEDO CONTROL
SteamVR 1.1.4
Ready
SpongeRob.exe


Mission Summary and Stats! Every game experience ends with an in-game debrief that outlines the most important statistics and achievements. You will be presented with the consequences of your actions in a cinema-style news reel.
NORTH KOREA CRISIS
SEARCH FOR MISSING USS BALTIMORE
Navy opens a full investigation following the missing USS Baltimore
Engineer
Navigator
Captain
Weapons
00:36:07



Share-of-Voice. Based on the Gini-coefficient, our Share-of-Voice Factor measures the relative speaking time of players to each other and correlates it with the team's overall performance. It presents the players with an accurate reflection how their collaboration style relates to their performance.

Do you have Metrics for ‘The VRDive’ ?

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90%

Felt better prepared to lead
In uncertain situations

Hasso Plattner Institut ACADEMY HPI

35%

Increase in Customer Satisfaction
in less than 3 months

T-Mobile

95%

Clearly understood how
their roles related to
Enterprise objectives

accenture

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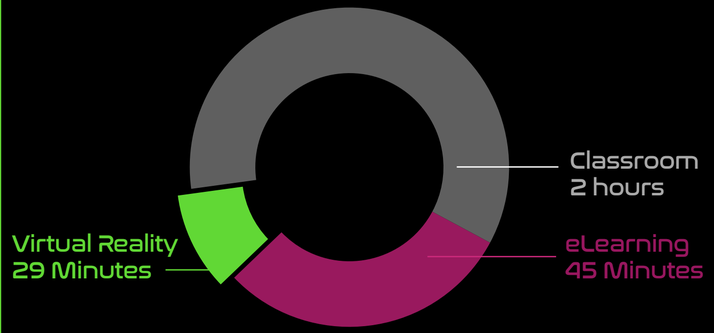
A long time coming, we believe VR is becoming a universal technology given the investments made by Apple, Alphabet and Meta. Our opportunity is that, despite proving superior results with gamified VR learning, valuable content is missing. Especially in the Leadership Development space, there's nothing playing to VR's key strengths...

PwC VR Training Efficacy Study 2020

Time to Complete Trainings



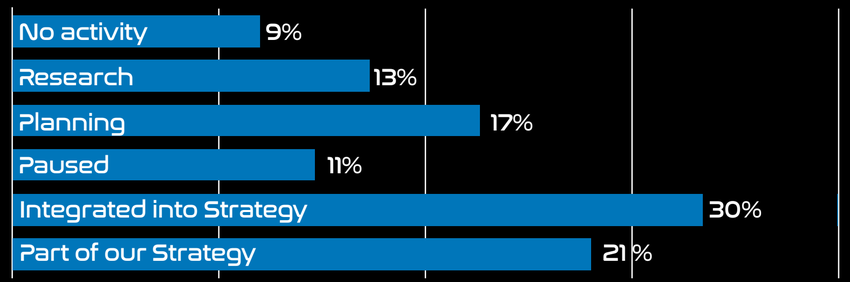
4 x
Faster to train than in classroom or any other means

275 %
More confident to apply skills after training

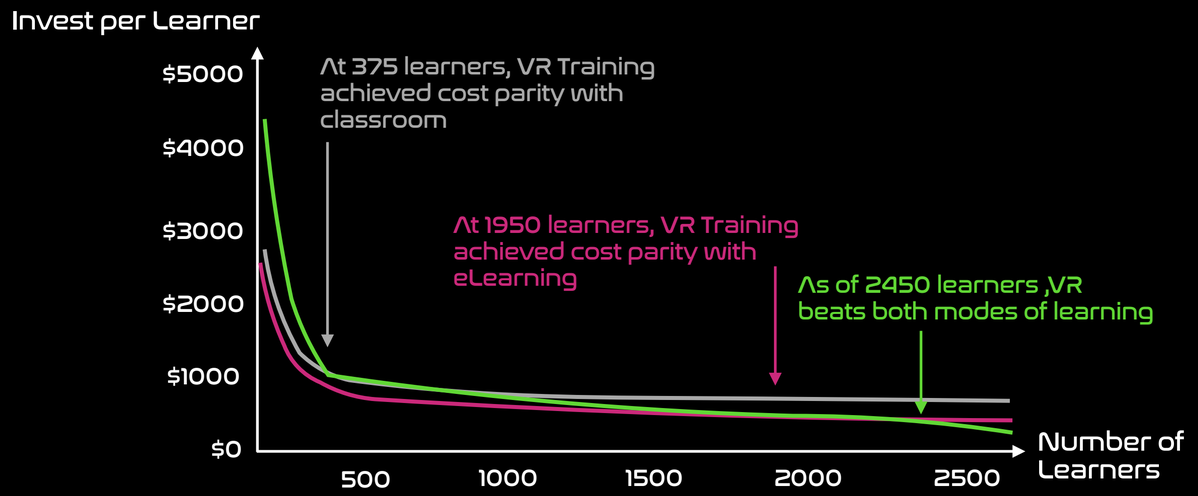
3.75 x
More emotionally connected to content than other methods

4 x
More focused than e-Learning peers

Where Companies are with VR Adoption



Cost per Learner Over Time

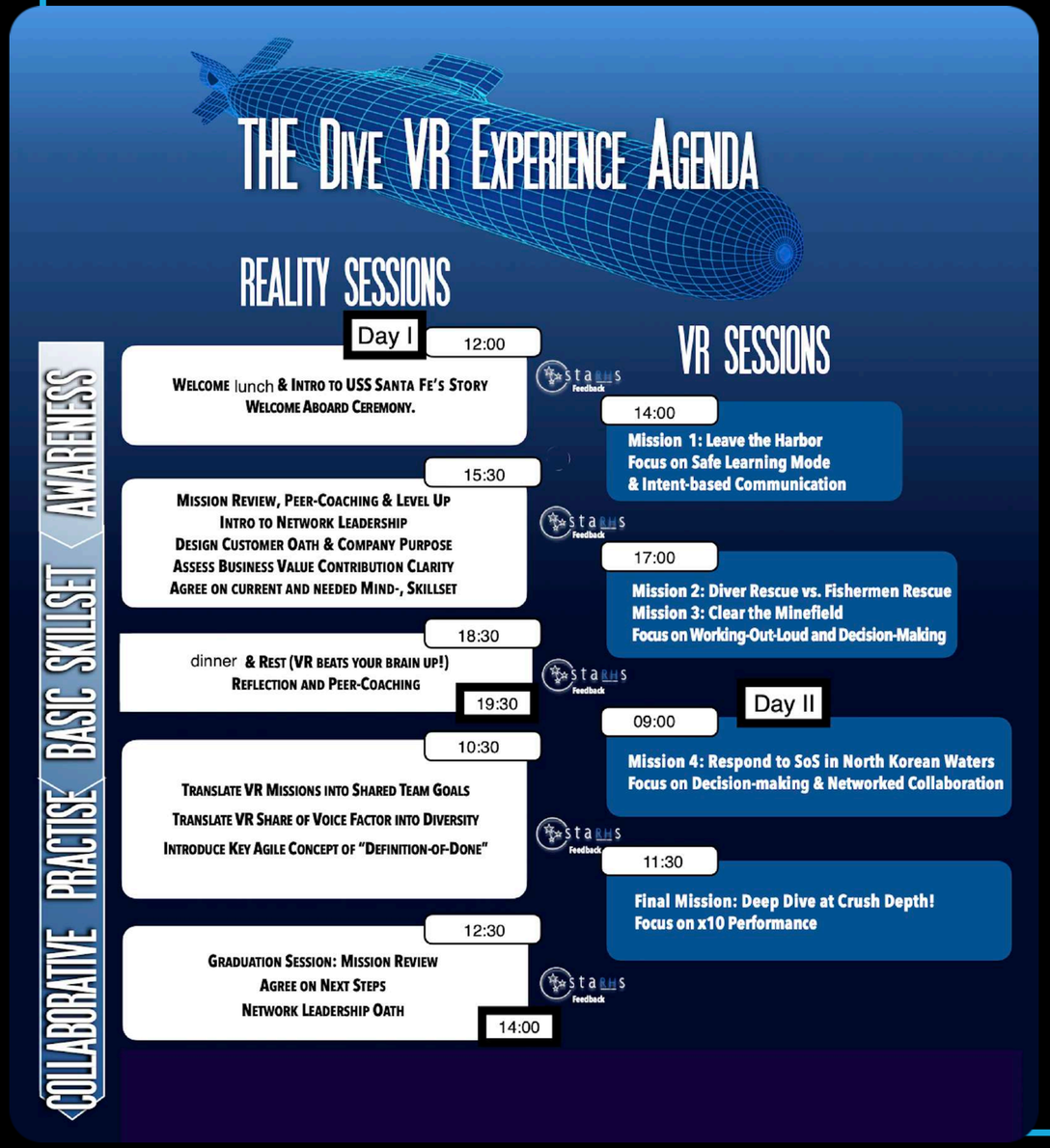


2015, 2017, 2019



How could a VR Session look like?

Sample Agenda



The VRDive can be customised to suit your Teaching Purposes.

The VRDive has dedicated VR Tutorials lasting about 15 minutes, ensuring players are comfortable in VR.

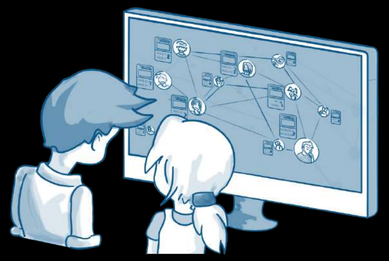
Additionally The VRDive offers Station Tutorials to familiarise players with their bridge stations, lasting an additional between 5 and 15 minutes.

The overall playtime for a full mission is 90 minutes.

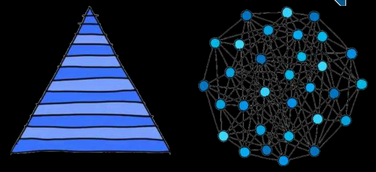
However The VRDive has 3 separate missions, offering facilitators a chance to break the gameplay into three chunks of 30 minutes.

The VRDive offers great re-playability value. Usually players want to repeat the mission to apply their learning and improve their results.

We highly recommend a 1.5 days for the VRDive, especially for players not initiated to VR. The second day usually brings the learning to fruition, once all players are fully comfortable with VR and the game mechanics.



Level up Decision-Making



Organisational Development



Business Model Clarification



Leadership Development



Recruitment

VRDIVE

Born out of the decades of experience in AAA Videogame Development, VRH Games are based on proven research in cognitive science and human behaviour and includes a Cinematic Learning VR software platform, professional services, content production, and hardware management. The uses cases of Cinematic Learning are diverse and impactful!



Diversity & Inclusion Training



Agile Training



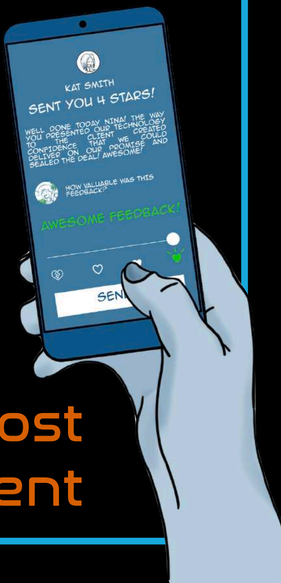
Founder Team Evaluation



Remote-Onboarding



Team Building



Boost Engagement

What's next for VRH?

Our Content Creator Line-up

We have authors and leaders excited about turning their stories into Cinematic VR Leadership Experiences. How do you ask, does anyone excite leaders about an HR book? Go full James Cameron on it and make it a VR game about managing a deep-sea research station, 3 kilometres down the ocean. That's how. They trust us and our VRH brand, because they have experienced our product and know us as innovative and reliable business partners. They trust us and we will not disappoint them!

Ned Barnholt
CEO
Hewlett Packard

Adam Grant

Gary Hamel

L. David Marquet

Tom Rath

Dave Ulrich

Howard Behar
President
Starbucks



The next title in Development...

CINEMATIC LEARNING
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THE VR AIRLIFT

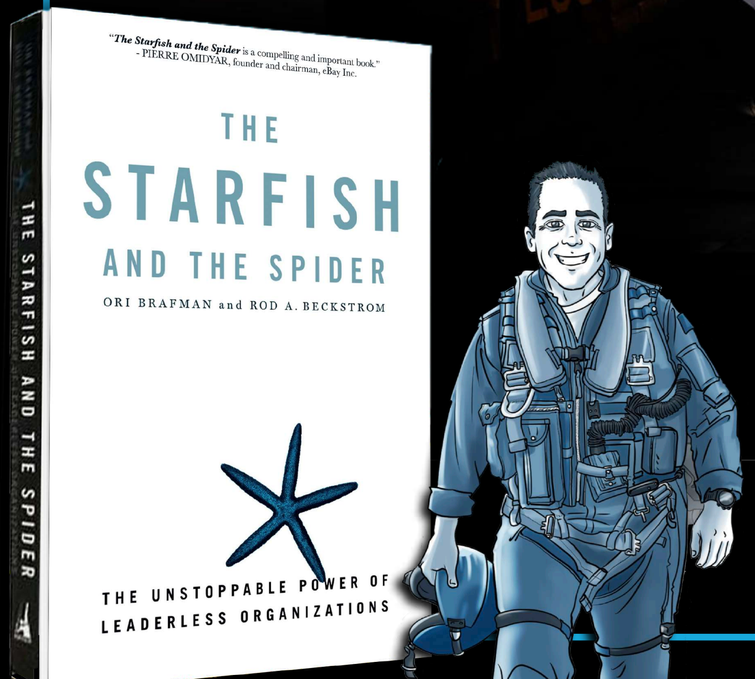
YOUR MISSION: TO SAVE A CITY
YOUR TARGET: BERLIN







THE VR AIRLIFT



"Brilliant. Not only stimulated my thinking, I proposed 10 action points for my own organization."

— Klaus Schwaab, Founder & Executive Chairman

WORLD ECONOMIC FORUM

"A fantastic read. You'll never see the world the same way again!" - J. Nicholas Jr. CEO

TimeWarner

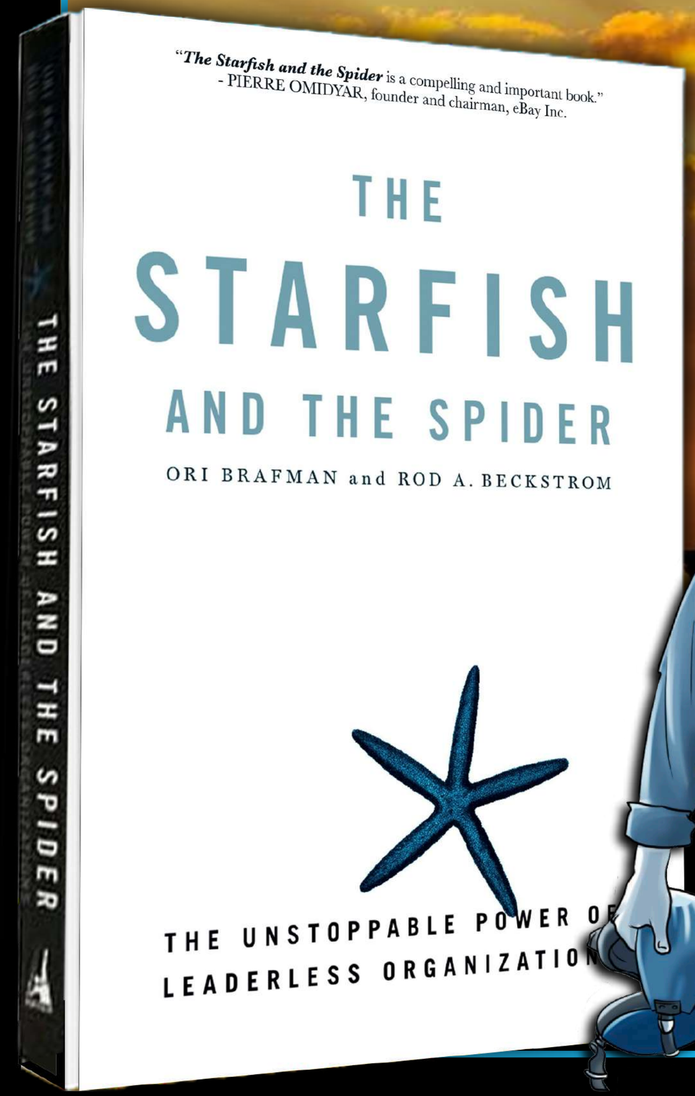
"One of the delightful Business Books that transcend the genre" The Boston Globe

"A compelling and important book."

— Pierre Omidyar, Founder ebay

THE VR AIRLIFT

YOUR MISSION: TO SAVE A CITY
YOUR TARGET: BERLIN



Learn about Decentralised Organisation and Leadership commanding a squadron of the famous Candy Bombers during the largest peaceful aerial rescue operation in history...

Remember: Playing is believing!

CINEMATIC LEARNING

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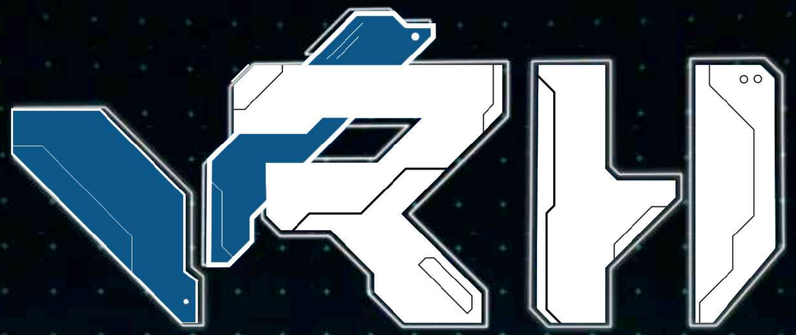

info@vrh.games