

# KNOWLEDGE LAUNCH

Experiential learning



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John Tolsma founded Knowledge Launch as a full-service learning agency designed to introduce cutting edge experiential learning to the corporate marketplace. From media based immersions to intricate live simulations, Knowledge Launch customizes each experience to the specific learning objectives of its clients.

Tolsma founded the company after graduating with a JD and MBA from Harvard University where he focused on innovation and entrepreneurship. He also worked at McKinsey and Company in the healthcare sector after serving as an aide to US Senator Lamar Alexander (R-TN).

Knowledge Launch delivers live and virtual learning experiences across the globe by bringing together teams of instructional designers, writers, event producers, and live role players. Knowledge Launch's unique approach of completely immersing participants in the programs allows for learning to be visceral and impactful.

Clients include: PricewaterhouseCoopers, Amgen, Citibank, Meta, Shell, American Express, Manulife, Etsy, Starbucks, and numerous other corporate education providers.

## Benefits of Immersive Simulations

- Allows for tailored learning experiences for each participant rather than assuming a "one size fits all" experience
- Creates space for participants to lose themselves in the learning process rather than trying to explain away or rationalize behavior in the actual context they operate
- Provides flexibility to focus on specific learning objectives for each program
- Gives a stage for practicing behaviors rather than simply considering or learning frameworks
- Drives relevant corporate methodologies by being content agnostic; clients insert content into the simulation process so that the approach feels aligned to corporate initiatives
- Embeds lessons deeply into participants' day-to-day actions
- Cements commitment to act



# SIMULATIONS

## IN ACTION



# THE BID



## OBJECTIVES

- Defining asset value
- Collaborating to create enhanced value
- Teaming to win



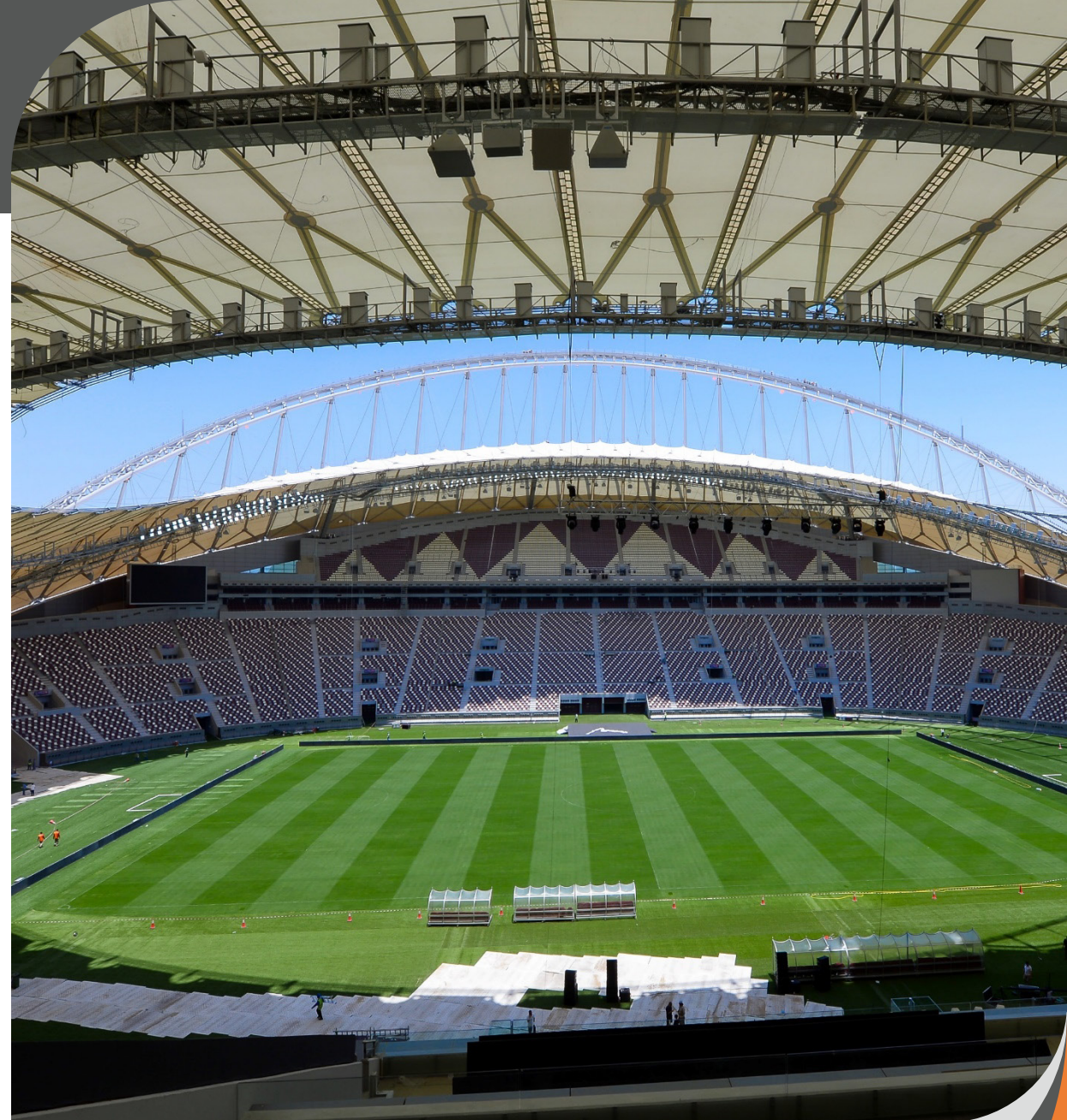
## DESCRIPTION

Three to six teams each represent a country that is bidding for the 2026 FIFA World Cup. Through case studies and various live and virtual interactions with stakeholders and sponsors, teams must determine how to best articulate their available resources in order to satisfy multiple interests. A winner is chosen after each team presents its bid and a debrief follows to highlight applications.



## APPLICATION

- How do teams compound value through creativity and collaboration?
- How do we extract opportunity using a growth mindset?
- What matters most to stakeholders and how do I prioritize them?





# THE ACQUISITION



## OBJECTIVES

- Finding opportunity in disruption
- Designing creative solutions to difficult problems
- Thinking ahead of the headline



## DESCRIPTION

Participants enter a cocktail party with champagne and festive music. Bob Bowers, the investment banker for a major conglomerate, announces a toast to celebrate an acquisition. Without saying the name of the acquired firm, he touts the long history, impact on the capital markets and opportunities the merger will create. At the end of his speech, he says, "...and for all of these reasons, your competition is better positioned than ever." As he leaves, he challenges the group to respond to the game changing acquisition with an even more dynamic move.



## APPLICATION

- How can leaders anticipate change and adapt?
- How do we use disruption to challenge teams?
- What are the current and future risks that our competitors and economic landscape present?





# THE TRANSITION



## OBJECTIVES

- Combining different skills and personalities for an effective team
- Understanding goals and challenges to align people
- Utilizing the information at hand to make important decisions



## DESCRIPTION

Using information and video-based profiles of leaders, teams are assigned to put together the cabinet for an incoming presidential administration. Teams are provided with a series of goals and specific challenges for the incoming administration. Then, teams choose key staff positions. The reveal at the end of the high-pressure exercise compares the different decisions made by teams.



## APPLICATION

- What process do you use to arrive at a decision?
- How do you leverage different skills to mold a diverse team?
- How can you identify the right people for the right challenge?





# INNOVATION HUB



## OBJECTIVES

- Exploring features and benefits
- Empowering people to upskill on new technologies
- Showcasing the excitement around new tools



## DESCRIPTION

The Innovation Hub is a fun, immersive environment that builds excitement among participants through live demonstrations and informative conversations. Using highly visual LED walls, television demonstrations, sleek furniture and creative lighting, the environment is set to create an “Apple Store” like feel that aligns with the innovative experience. The Innovation Hub offers the opportunity for clients to spread the word, initiate learning, and allow for current feedback and other conversations around what is being showcased. A live “rover reporter” may also appear on all the screens and speakers at certain times for a live check-in with some of the participants to get reactions and share new tips.



## APPLICATION

- How do I create a culture for exploring new tools?
- How can I generate buy-in for the technologies that will impact our business?
- How can we team for success in adopting technologies?



# THE NOW! NETWORK



## OBJECTIVES

- Balancing creativity and execution under a tight deadline
- Teaming across multiple stages of a project
- Testing skills outside of your normal day-to-day work



## DESCRIPTION

In the Now! Network experience, participants are thrown into the fast-paced world of network television programming. Working in teams, they must ultimately create a primetime lineup of four television shows, secure funding for those shows, oversee the creation of show logos and pitch the live line-up to a network executive. The teams must strive to exceed their client's expectations in a world that is far outside their comfort zones. At the end of the day-long simulation, a debrief draws similarities between exceeding client expectations within the participants' industry and the industry they've just experienced.



## APPLICATION

- How do we best divide and conquer in turbulent times?
- What does brainstorming and creativity look like in a tight window?
- How can our skillset translate outside of our comfort zone?





# WALLS THAT TALK



## OBJECTIVES

- Storytelling in action
- Visioning future results
- Being an ambassador of the firm



## DESCRIPTION

Participants enter an interactive gallery of fact-filled walls, which describe the business units of the firm as well as recent successes and strategic initiatives. The gallery is set up as an intimate evening reception to ensure energy and conversation. As participants move around the space, however, they realize that only one thing is missing: a personal tour guide through each of the respective areas. At this point, the rules of the game are introduced. The participants themselves become docents of the gallery and introduce their fellow participants to the stories and strategies that define the future of their business unit.



## APPLICATION

- Do our people and teams know the “why” behind what we do?
- How can we move from presenting to storytelling?
- What are the differentiators that make us and our firm unique to position us for success in the future?



# VERSED



## OBJECTIVES

- Identifying the forces and trends impacting the business
- Providing a vehicle to become versed on a topic in minutes
- Collaborating to discover weaknesses and potential implications



## DESCRIPTION

The Versed app is a Knowledge Launch proprietary tool that provides a digital landscape for participants to stay up to speed on the forces and trends shaping business today. Using the app during a learning event, participants will be encouraged to explore the app and take quizzes throughout the week leading up to a session on the final day. During the live session, the focus is on turning a shifting landscape into strategy. Participants will be in three to five groups and will be assigned one of the megatrends. Working in teams, they will explore the topics and report out following group discussions on the trends most impacting their business.



## APPLICATION

- How can we develop a personal responsibility in upskilling our business acumen?
- What are we doing from a research perspective to ensure we're up to speed on the trends most impacting our business?
- How do we keep our teams accountable to have these discussions regularly?





# THE RUNWAY



## OBJECTIVES

- Highlighting the importance of synergies across business lines
- Seeing a visceral example of the presence or absence of collaboration
- Utilizing information, trends and resources to meet your customer's needs



## DESCRIPTION

Participants enter a workshop where several mannequins are set around the room. A fashion designer emerges and asks the teams to help choose the marquis pieces for the Spring Collection of her new line. Each of the teams are assigned to a category of the ensemble. Using facts about the client, trends and demographic data about the target market, teams choose an item that best meet the needs of the customer. There are items within each category that work together and some that clash badly without proper collaboration. Groups submit their category option so that the designer can comment on each of the final pieces. Lights go down and music begins where a model walks down a small runway to show off the ensemble with all of the pieces together. The fashion designer and the orchestrator debrief how we can execute flawlessly against the objectives of our individual silos.



## APPLICATION

- How do we best meet the needs of our customer based on the data we have?
- How can we break down the barriers that keep our teams in silos?
- What does it look like when we put collaboration at the forefront of what we do?



# DIFFERENTIATING THE LEARNING ENVIRONMENT



## CREATING SURPRISING SPACES

Knowledge Launch is a turnkey live event production company. We've produced meetings for clients ranging from 15 participants to 3,000 participants. Our production services include audio visual support as well as onsite consulting and coaching to key presenters. We'll work with your team from design to onsite delivery to create a memorable experience for your participants.



## DELIVERING RELEVANT MEDIA

Knowledge Launch prides itself on cross platform, compelling media creation. From videos to digital platforms to interactive tools, our creative, yet cost efficient model for production allows us to deliver real value to clients that aligns with their overall strategy. Our experienced team of writers, producers and editors can take the pressure off your team and bring unique and creative ideas to the table.



## BRINGING THE BRAND TO LIFE

Knowledge Launch designs, produces and installs full exhibits for live events to further branding goals. From on-site signage to experiential immersion spaces, our teams tie the messaging goals of the program to concepts that fully integrate with the architectural elements of the space. Our team of designers will provide renderings of the space and work with your team to produce and install the branding.





# CREATING SURPRISING SPACES

Through our Launch design process, our team will collaborate with your core project team to push the boundaries of the spaces for instruction and learning. From elaborate stage design to compelling media, we want your event to feel different.

Leading up to the event, we will work with your team in the following areas: Design and consultation, site visits and hotel coordination, room diagrams, branding design and printing, media production and assistance in overall conference scheduling and planning.

Once we arrive on site, our teams are there to make your lives easier. We will work with your meeting planner for any logistical changes, coach your presenters in rehearsals and make on-the-fly production enhancements to deliver an exceptional show. Whether your event is for 15 people or 3,000, we will make it unforgettable.



# DELIVERING RELEVANT MEDIA

## **SIZZLE ANIMATION**

- Sizzle animations are 90-120 second kickoff media pieces that utilize graphics, images and music to engage participants at the start of a conference.

## **STAKEHOLDER INTERVIEWS**

- Your content may benefit from a stakeholder interview that could include a panel or conversation between two individuals. Our professionally produced virtual or live recordings are sure to generate high-quality content.

## **TECHNOLOGY DEMO**

- Utilizing screen captures and actual mockups of a tool or technology, these pieces use graphics and a professional voiceover to give in-depth overviews of features and benefits.

## **MOTION GRAPHICS**

- Our team of professional After Effects editors will take your brand guide and create a graphics package that can be used across all your videos. Whether it is a full graphic animation piece or layering motion graphics onto a separate video, we'll bring your brand to life.

## **ACTOR LED**

- We have relationships with talent agencies across the world and can source talent for an actor led video and work with them before and during the shoot to ensure we portray the characters accurately. We can also mix actors and your own staff together to create dynamic role play videos.

## **HAND-DRAWN OR 2D ANIMATION**

- Using commercially available software, our teams are versed in the latest platforms to create simple animations that bring role plays to life.





# BRINGING THE BRAND TO LIFE

## FIRST IMPRESSIONS

- Participants' check-in to a learning environment sets the tone for their expectations. Interactive, high energy welcoming spaces create the mindset for impact.

## OFFSITE COLLABORATION

- The learning event should not be confined to the walls of a hotel or conference center. As participants immerse themselves into the cities or virtual environments where learning occurs, partnerships with venues, digital spaces and other city landmarks create opportunities for brand exposure and points of pride to participants.

## MAKE IT MATTER

- All materials and sessions should speak to the values and integrity of the company's brand and serve as an expression of its mission and purpose.



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KNOWLEDGE  
LAUNCH



setting learning into motion