

**About Booz Allen**

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

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# Performance Change Via Immersive Learning

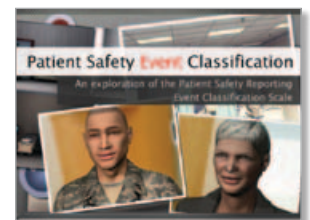
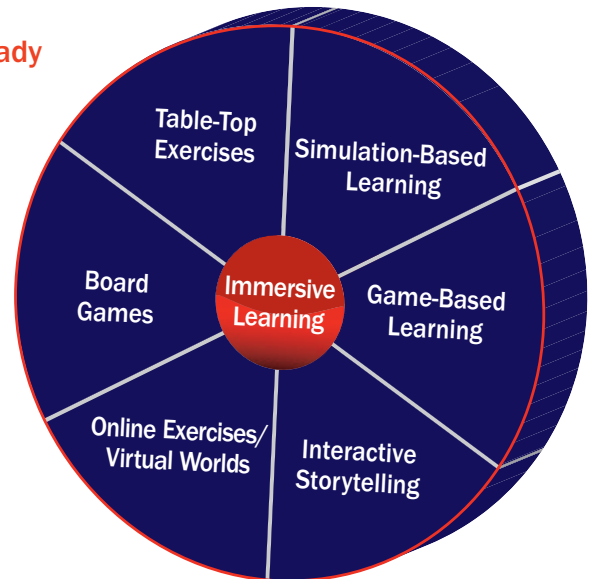
## Learning to Achieve Your Next Level of Performance

Being immersed in realistic scenarios enable you and your learners to engage in making decisions—involving strategy, safety, culture, communications, tactics, operations, innovations, equipment, and even change management—and applying the lessons learned from those decisions to adapt and think critically when situations unfold and evolve that are not planned.

### Booz Allen Can Help You Be Ready for What's Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, brings proven techniques in selecting and applying instructional methodologies that facilitate adult engagement with content. We don't promise just new technology solutions; we deliver a comprehensive immersive learning solution that is customized to your performance challenges. By partnering with you to understand the real gaps that need to be addressed, our learning solutions provide performance-enhancing capabilities that enable you to make informed decisions and adapt to future challenges; these elements could mean the difference between success and failure, or worse, loss of life.

After understanding your desired outcomes, we apply the appropriate mix of instructional simulations, game-based learning, interactive storytelling, exercises, or serious board games, in either a live or virtual environment. The resulting solution will actively engage you and your team in experiences that require problem formulation, analysis, possible communication, and decision making.



Ready for what's next. [www.boozallen.com](http://www.boozallen.com)

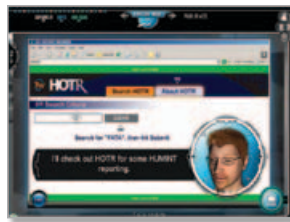
**Booz | Allen | Hamilton**  
delivering results that endure

Our established record of designing and applying Immersive Learning solutions spans more than 20 years. We bring together experts from across the firm to deliver results that endure for our clients. Your complex problems deserve expert solutions—our comprehensive suite of capabilities and tools are delivered based on your needs, unhindered by location, type of content, or environment.

### Booz Allen's Customized Approach to Immersive Learning

Our methodology blends eLearning and Immersive Learning techniques with our multidisciplinary expertise in project management, strategy development, instructional design, gaming, training, and technology to deliver solutions that address your toughest performance challenges. The advantages of Immersive Learning include:

- Ability to make decisions actively
- Experience a scalable level of difficulty
- Mitigate risk and danger in the real world by gaining experience in a safe environment
- Learn through the ability to fail forward
- Retain lessons learned resulting from experience
- Enable change of perceptions and strategies based on feedback and assessment of actual performance
- Evaluate individuals or teams based on rich data points
- Motivate individuals through goal alignment and accomplishment
- And more ...



### Client Success Stories

**Defense Intelligence Agency (DIA).** Booz Allen worked with DIA to develop the Intelligence Collection Management Game (ICMG) to reinforce learning about the critical tasks of collection management. The skills gained from this game allow agents to define the intelligence problem, identify the essential elements of information, rank the problem according to the National Intelligence Priority Framework, and task the right assets.

**Department of Veterans Affairs (VA).** To maximize the impact of VA's mission to serve veterans and their families, we developed the foundation for increasing awareness of the military culture and experience for all employees within VA. This course communicates the importance within the VA of understanding the military.

**US Army.** Booz Allen developed the AN/ASC-15E System Operator/Maintainer Training for the Army's Airborne Battle Command Product Support Office (ABC PSO). The training uses interactive 2.5D equipment simulators and 2D software simulations to provide the Army with a mobile tactical operations center as installed on the UH-60L Blackhawk helicopter. Learners can locate and identify components, install and remove equipment, comprehend theory of operation, follow operational procedures, and manage communication scenarios.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.