

THE RIZSIM BRAND PROMISE

From Knowing to Doing.

RizSim

From Knowing to Doing.

Simulation-based learning for better thinking, judgment, decisions, and action.

RizSimulations — RizSim — transforms knowledge into experience.

Learners do not simply read about concepts, listen to explanations, or memorize frameworks. They enter realistic situations, make decisions, experience consequences, receive feedback, reconsider their assumptions, and apply what they have learned in new contexts.

Because knowing is important.

But knowing what to do — and being able to do it — is what learning is ultimately for.

The RizSim Brand Promise

From Knowing to Doing.

RizSim exists to help learners cross the gap between:

Knowing a concept → Recognising it in practice → Making a decision → Reflecting on the outcome → Applying the learning somewhere new

Whether the learner is a university student, faculty member, manager, executive, or professional, RizSim turns abstract knowledge into opportunities to think, decide, experiment, reflect, and act.

What “From Knowing to Doing” Means

KNOWING

Understand the concept, framework, principle, or evidence.



EXPERIENCING

Encounter it inside a realistic situation.

**DECIDING**

Make a judgment when the answer is not immediately obvious.

**REFLECTING**

Examine assumptions, evidence, consequences, and alternative perspectives.

**TRANSFERRING**

Recognise the principle when the context changes.

**DOING**

Apply better judgment in future decisions.

That is the journey RizSim is designed to create.

Not Just Knowledge Transfer. Learning Transfer.

Traditional learning frequently asks:

“Do you know this?”

RizSim asks a more demanding question:

“Can you use what you know when you actually have to make a decision?”

This distinction is at the heart of the platform.

A learner may know what anchoring bias means and still be influenced by an anchor.

A manager may understand ethical leadership and still make a questionable decision under organizational pressure.

A student may know a research methodology yet struggle to select and apply it to an unfamiliar problem.

An executive may understand cognitive bias yet fail to recognize it in their own judgment.

RizSim creates the environment in which knowledge must become action.

The RizSim Learning Journey

Explore → Decide → Discover → Reflect → Transfer → Do

Explore

Enter a realistic problem, dilemma, experiment, or decision environment.

Decide

Commit to a judgment rather than passively observing someone else's reasoning.

Discover

Encounter evidence, consequences, feedback, theory, or alternative perspectives.

Reflect

Examine how and why the original decision was made.

Transfer

Apply the underlying learning to a different situation.

Do

Carry stronger judgment and understanding into future decisions.

This is how RizSim moves learners:

From Knowing to Doing.

Our Purpose

To transform learning from the acquisition of knowledge into the development of judgment and action.

We create learning environments in which people can:

Think before they are told.

Decide before the answer is revealed.

Experience before they theorize.

Reflect before they move forward.

Transfer before learning is assumed.

Our Philosophy

We believe that people learn differently when they are required to make a decision.

A concept explained can be remembered.

A concept experienced can be understood.

A concept transferred to a new situation can become usable knowledge.

RizSim therefore places the learner at the centre of the learning process.

Not watching.

Not merely listening.

Not simply remembering.

Thinking. Deciding. Discovering. Applying.

The RizSim Difference

Traditional Learning

Content → Explanation → Question → Correct Answer

RizSim Learning

Situation → Decision → Consequence → Reflection → New Context → Application

The difference is important.

The first can demonstrate whether someone remembers.

The second can begin to reveal whether someone has learned to use what they know.

RizSim

From Knowing to Doing.

Educational Simulations · Learning Transfer · Classroom Experiments · Decision Labs · Interactive Workshops · Executive Simulations

For Universities · Faculty · Students · Organizations · Trainers · Executive Education

Explore. Decide. Grow.

The experience behind the promise.