

# UPDATE FROM PHRONESIM

It's May already, and I realised I hadn't posted an update on what has been happening at PHRONESIM for ages. In fact 2023 was a great year for PHRONESIM.



During the year I was privileged to deliver a *Simulation Capability Maturity Assessment* for two Blue Chip Organisations; a US based multinational consumer goods company, and a UK based performance luxury vehicle manufacturer. The assessment starts by understanding the organisation, their product, their goals and requirements. I then work with stakeholders from across the organisation to understand and assess their current state. This enables us to identify gaps and target opportunities for improvement, providing a great foundation to build a comprehensive simulation strategy for the organisation. [Link to a description of the Maturity Assessment process.](#)

Through the year I also had a chance to deliver, the; 'How to Implement a Modelling & Simulation Strategy' course, on 5 occasions. This year, over 150 delegates have attended, from over 20 countries, and over 100 companies representing an increasingly diverse range of sectors, such as; manufacturing, transport, energy, medical, electronics, food and drink..... It's fantastic to get input from the delegates about their organisations goals and needs and what their current status is. In fact, I'm going to be sharing some interesting feedback from the course at this year's NAFEMS UK regional conference, providing some insights from delegates regarding the state of simulation in industry today. [Link to the NAFEMS UK Conference site.](#)

[Link to NAFEMS Course Brochure](#)

[Link to the NAFEMS Course details](#)

Finally I had the opportunity to make some presentations and contribute to some publications:

- May - World Congress. Delivered a Short Course, Co-Chair for a Workshop for the Business Theme and Presented on Maturity Assessment. [Link](#)
- Sep – Presentation at NAFEMS Food & Drink Industry Community Conference [Link](#)
- Dec – Co-author for Assess Business Theme Strategic Insight Paper [NAFEMS Member Link](#)

And 2024 is looking equally interesting so watch this space for more news.

[www.phronesim.com](http://www.phronesim.com)

