

## **Re-Imagining Strategy: Doing Strategy Through Simulation, Gaming, AI, and Continuous Execution**

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Traditional strategy approaches fail when markets are evolving rapidly and unpredictably. Stakeholders have little confidence in strategies developed and delivered using static, linear approaches that don't comprehend uncertainty. This presentation describes how PwC is fusing strategic concepts with simulation and other AI approaches to create deep insight and then delivering the results to stakeholders in new ways to facilitate execution.