

One Goal, Six Apps

The Motors Growth Briefing — Hands-On Case Study

Participant Guide · Sime Motors Leadership Programme

Your Mission

You will produce a complete leadership deliverable — a briefing paper, a presentation, and the email that sends them — using Microsoft 365 Copilot in six apps, working from Sime's own published documents.

“Prepare a Motors division growth briefing for the next leadership meeting: where we are, what the FY2025 numbers say, what the opportunity is, and what we recommend — in one document, one deck, and one email.”

This single goal never changes. Notice, as you move from app to app, that you never re-explain it — the files you create carry the context forward. That connected chain is the skill you are practising:

Chat (research) → Excel (analyse) → Word (draft) → PowerPoint (present) → Outlook (send)

Your Document Pack

All documents are real and publicly available from sime.com. Your trainer has placed them in the shared “MS-4018 Case Study Pack” folder — reference them in any app by typing “/” followed by the file name.

#	Document	Where you'll use it
D1	Sime Annual Report 2025 — "Bridging Opportunities"	Copilot Chat, Word, Excel
D2	Sime Annual Report 2024 (for year-on-year comparison)	Copilot Chat, Excel
D3	FY2025 Results news release (RM2 billion net profit)	Copilot Chat, Word
D4	Corporate Governance Report 2025	Word (Legal & Strategy option)
D5	Latest quarterly investor results deck	PowerPoint (style reference)

Phase 1 — Research it · Copilot Chat

Understand the landscape before you touch a single document. You will use both grounding modes — web for the outside world, work for Sime's own reports.

Step 1: Look outward (Web ON)

PROMPT

I am a member of the Sime Motors leadership team preparing a growth briefing. Research the current state of the automotive retail market in Malaysia, Singapore and Thailand: EV adoption, premium segment trends, and what Chinese EV brands like BYD are doing to the competitive landscape, using current web sources. Give me 5 key findings with implications for a multi-brand automotive retailer, with citations.

Step 2: Look inward (Web OFF)

PROMPT

Using /Sime Annual Report 2025, summarise how the Motors division performed in FY2025: revenue, PBIT, key markets, and what management identified as challenges and priorities. Compare against /Annual Report 2024 — what improved, what declined?

Step 3: Connect the two

PROMPT

Combine your web research and the annual report findings into one page: 3 external market forces, 3 internal performance realities, and 3 emerging opportunities for Sime Motors. Keep this — I will build a briefing on it.

Save the synthesis (copy it into a Word file or a Copilot Page in your Pack folder). You will reference it in Phase 3.

Phase 2 — Analyse it · Copilot in Excel

Leaders don't build spreadsheets — they interrogate them. Open the starter workbook in your Pack (Motors division figures from the FY2024 and FY2025 annual reports) and put Copilot to work.

PROMPT

Analyse this Motors division data. Show revenue and PBIT by year and market, calculate YoY growth % and margin %, and highlight where margin is declining while revenue grows.

PROMPT

Create a chart showing the FY2023–FY2025 PBIT trend for the Motors division, and a second chart comparing Malaysia vs. the rest of Southeast Asia.

PROMPT

Summarise the 3 most important insights from this data in plain language I can say in a leadership meeting.

Keep the workbook saved in your Pack folder — your Word briefing will cite it next.

Phase 3 — Draft it · Copilot in Word

Now bring everything together into one document. Notice the prompt references BOTH of your earlier outputs — this is where the dots connect.

PROMPT

I am preparing a Motors growth briefing for the leadership meeting. Draft a 1.5-page briefing paper titled “Sime Motors: FY2025 Performance & Growth Opportunities” using /[your Phase 1 synthesis] and /[your Phase 2 workbook]. Structure: 1) Market context, 2) FY2025 performance highlights with figures, 3) Three growth opportunities, 4) Recommended next steps and decisions required. Confident, board-ready language.

Then coach the draft

ITERATE

Rewrite section 3 so each opportunity has: the opportunity, the evidence, and the first move.

PRESSURE-TEST

Summarise the whole paper in 3 sentences. Does the summary contain a clear ask? If not, tell me what's missing.

Option for Legal & Strategy leaders

PROMPT

Using /Corporate Governance Report 2025, add a half-page annex: what governance or disclosure considerations apply if we pursue these growth opportunities?

Phase 4 — Present it · Copilot in PowerPoint

Same goal, now visual. Your Word briefing becomes the deck — you never start from a blank slide.

PROMPT

Create a presentation from /[your Word briefing] for a 10-minute leadership update. Max 6 slides: title, market context, FY2025 performance, three opportunities, recommendation & decisions required, next steps. Add speaker notes in a calm, in-control tone.

Then tighten it

ITERATE

Tighten slides 2–3 to one message per slide; move detail to speaker notes.

ITERATE

Rewrite the recommendation slide as: “What we propose / Why now / What we need from this room.”

Style benchmark: open Sime's own latest quarterly investor deck (D5 in your Pack) — that is the house style your deck sits alongside.

Phase 5 — Send it · Copilot in Outlook

The goal leaves your desk. Draft the email that carries your briefing and deck to the leadership team.

PROMPT

Draft an email to the leadership team ahead of Thursday's meeting. Attach the briefing and deck. In 5 sentences: why this briefing matters now, the single headline from the FY2025 numbers, the three opportunities in one line each, and what decision we're asking for in the meeting. Professional, confident tone. Include a subject line.

Then coach it

ITERATE

Make it shorter and punchier — executives read this on their phone.

ITERATE

Add a P.S. asking each function head to come with one risk they see.

Bonus — Copilot in Teams

PROMPT

Summarise this briefing in 3 bullets for the leadership channel and ask for input on the biggest risk before Thursday.

Reflect: What Just Happened?

- The context never reset. You stated the goal once; the files carried it from app to app.
- Every app did what it does best — research in Chat, numbers in Excel, narrative in Word, story in PowerPoint, action in Outlook.
- You produced in under an hour what typically takes days and several people.

Make it yours

Before you leave, write down one real, recurring deliverable of your own — a board paper, an ops review, a market entry brief, a budget submission — and commit to running it as this exact chain within the next 30 days. Swap the topic; the pattern is identical.

My chain, my deliverable:

Add your best prompt from today to the shared Sime Motors Prompt Library.