

GAMES FOR BUSINESS

ENGAGING & ENTERTAINING LEARNING



games for business
gamification for HR & marketing

Background

E-learning systems have proven to be effective in terms of teaching professional and organizational knowledge, as long as participants remain motivated to complete required modules, however, they often fail to fulfill their goal. Becoming unengaged leads to boredom, which hinders the process of learning. Implementing gamification methods increases the engagement, motivation, and commitment of learners without affecting the credibility of the original learning material.

Gamification revolves around the psychology of engagement and represents an innovative approach to motivation. However, there is a lot more to gamification than just utilizing elements taken from the context of gaming, such as badges, levels, and game design.

Our game-based learning platform is different from ordinary e-learning systems, and more than a simple mental exercise game. It is a clever fusion of the advantages these tools provide, merged into one multipurpose, highly customizable platform. The system was developed in a cooperation of organizational psychologists and gamification experts with the goal to combine an efficient mental training game system with relevant learning content.

Concept

The revolutionary idea behind the game platform is to blend the benefits of e-learning platforms with a more efficient way of teaching relevant corporate material to employees, and to test their knowledge, while keeping their enthusiasm and motivation high. Not only does each task at hand become a more entertaining experience, but actual learning is also more likely to occur, while retention and retrieval of novel information become more effective.

Besides the effective absorption of corporate knowledge, there are a number of anticipated outcomes when the platform is being deployed:

- **Behavioral:** Increased loyalty and commitment of employees towards their organizations. The system provides detailed reports about user activity, habits, and behavior.
- **Motivational:** Motivation is crucial to successful job performance. Nevertheless, motivation is not necessarily in direct communication with other skills and competencies. For instance, one can be motivated while not skilled, or skilled and competent but lacking motivation. Our platform bridges the gap between motivation and competence for a significantly better work performance. Users are motivated to use the system repeatedly. Rewards, such as

points, badges, and levels can be earned, which bring out the competitive nature of players, and motivates them to overcome various game challenges. This provides a significant advantage compared to other methods of training or learning.

- **Learning in context:** The context and design of our games into which organizational content is integrated, can help bring relevance and meaning to the learning process. If learning occurs in a matching context, comprehension of information is more efficient, while the retrieval of knowledge requires less effort from the user. Since the design of our games and the themes are fitted to the workplace environment, the context of encoding is similar to the context of retrieval. This phenomenon is known in cognitive sciences as context-dependent memory.
- **Mental fitness:** Engaging with these games facilitates a general mental fitness. A trained brain is not only a calculated 'side-effect' of the utilization of the platform, but it also enables the development of other skills and competencies. Because of its flexibility, also known as neuroplasticity, the brain has the ability to form novel neuronal connections between neurons within its network. Therefore, making shortcuts on the 'neuronal highway,' which eventually shortens reaction time, improves memory, and increases cognitive flexibility.
- **Recognized accomplishments:** Users receive real-time, instant feedback, and reward for each completed task. They can track their development, performance, and can compare themselves to user groups.



About motivation

Motivation can be either external or internal. External motivating factors come from outside of the individual and include such triggers as money or other kinds of rewards, and motivate them to show a certain behavior, which otherwise they would not necessarily follow. Internal motivation is the opposite. It is not driven by the promise of an external reward, but motivates to accomplish the given challenge for purposes within the individual, such as cooperation, altruism, a sense of belonging, love, or for the sake of having fun.

To determine which type of motivation will lead to increased performance, or to elicit the desired behavior, is a complex challenge. The advantage of our learning platform is that it provides both types of motivational factors, by giving rewards as external motivation, and trigger the internal urge to complete a task and seek out further challenges, which is inherent to humans.

Further benefits of our game-based learning platform for HR:

- **Universality:** The design of the system enables it to be applicable in a variety of jobs, and makes it suitable for all types of individuals. Due to its zoom-in approach, where a well thought out general framework can be perfectly adjusted to content specific details, it is cross-cultural and can be employed globally.
- **Versatility:** New games can be added to the existing ones within the system, or can be replaced by other games in accordance with the requirements of the corporate content.
- **Performance feedback:** Our system provides detailed and visual reports about corporate knowledge and cognitive competency levels, as well as user activity. This allows your organization to track results and continuous development, and also to compare the achievements of different employee groups.
- **Sourcing talents:** The platform increases the visibility of hidden talents, and calls attention to potentially talented workers.

The 4 main competencies and their relevance at work

The creators of the system carefully selected 4 basic cognitive competencies which every job requires. A number of mini games were then developed in order to improve each of the competencies. These mini games can be infused with customized content to communicate and teach relevant corporate information. Apart from content, the overall interface of the games is designed to match the corporate image of individual organizations.

- **Working memory:** Also called short-term memory is central to the learning process. This is a temporary memory area in which data is stored while it is being processed or transferred to the long-term memory. All new information one may encounter should enter the working memory first, hence the capacity of this area determines the quantity and quality of information stored in, and later retrieved from the long term memory. Expanding the capacity of working memory therefore is critical to enhancing memory.
- **Processing:** Processing is the mental comprehension and manipulation of facts, numbers, quantities, the adaptation of the mind to rapidly changing circumstances, and its openness to find additional options available, in contrast with a too narrow focus. It involves facts retrieval, arithmetical and mathematical calculation, estimation, and the ability to compare different properties of various units. It also helps us make logically intact and consistent decisions.

- **Communication:** Getting one's message through both in an everyday and in a workplace environment is essential. Communication is something everybody does, but not everybody does equally well. The good news is that with a series of simple mental exercises the quality of communication skills, including writing, speaking, and comprehension can be dramatically enhanced.
- **Focus:** Focus is the ability to concentrate on a given task, while avoiding distracting factors. Every workplace environment is afflicted with distractors to a certain extent. By sharpening mental focus one can pay better attention to the completion of a given task.

