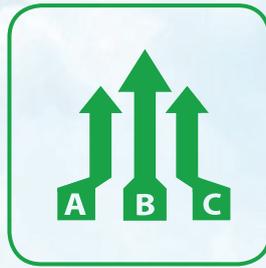
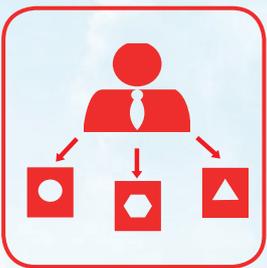
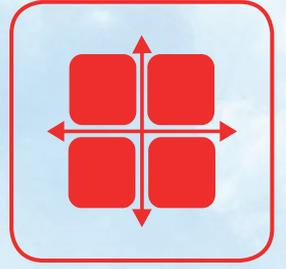




# HOW DO YOU IMPROVE YOUR CORPORATE LEARNING?



## GAMIFIED CORPORATE LEARNING THROUGH BUSINESS SIMULATIONS

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Using gamification elements in corporate learning is a highly promising approach. It holds the potential to motivate employees towards a longer lasting and more intense focus on learning content at hand. Business Simulations harness this high impact potential particularly well.

# 1

## THE POTENTIAL OF GAMIFIED LEARNING

“Due to the positive behavioural impact, gamification already has an enormous influence on corporate training.”

Gamification refers to the transmission of typical game mechanisms, such as “point scoring” and “rules of play”, to a non-gaming environment. In this context, gamified learning can be seen as the application and combination of playful elements in the learning environment. In particular, the learners’ increase in motivation is one of the main objectives of gamification. By facilitating behavioural changes, gamified learning fosters more sustainable and more effective learning outcomes in the targeted areas.

Companies are using gamified elements especially in the area of on-the-job training in order to achieve more impactful learning experiences for employees as well as to increase their level of satisfaction, commitment and productivity – during the learning process and beyond. The success of gamified learning is based on the natural interest humans have in solving challenging tasks, and to do that in a competitive environment. Hereby, a user-friendly and consistent implementation of key gamified elements is one of the most important factors of success. Due to its positive behavioural impacts, gamified learning has an enormous potential to enrich corporate trainings.

## 2 | BUSINESS SIMULATIONS AS AN ENABLER FOR GAMIFIED LEARNING

Aiming to enrich their training concepts, several companies are already using so called “serious games” to implement gamification elements. Serious Games are a sub-category of Gamification, which is used for its pedagogical value. Indeed, the purpose of serious games is to foster the transfer of knowledge. However, Business Simulations, as a type of serious games, go further. In line with the mantra “learning business by doing business”, business simulations create real-life business scenarios in a risk-free environment. Business Simula-

tions make sure that interdependencies are becoming transparent during the learning process. Predefined rules determine which decisions a participant can make and how those will affect the virtual company based on their current situation. The level of difficulty can be adjusted according to the individual needs of the participants. The real power of this training concept is that behaviours are directly tackled, and knowledge is applied immediately in a memorable and emotion-triggering situation.

## 3 | KEY ELEMENTS OF GAMIFIED LEARNING AND THEIR IMPLEMENTATION IN BUSINESS SIMULATIONS

The powerful effects of gamified learning can be summed up to five different categories. All of these independently promote a thrill for the learning individual, which results in the voluntary desire to improve their own performance. Therefore, the employees will repeat the gamified learning process over and over again.



“Each element by itself enriches the learning process and fascinates the participant” –  
it creates attention and motivation to continue learning.

Gamified elements contain an immense potential of improving the learning process. Indeed, the listed elements are all having a positive effect on the motivation, endurance and passion of participants and thus on the sustainability of learning. Apart from the focus on the learning goals, elements of gamification are fostering enthusiasm, communication and collaboration within the learning process. By that, a great variety of training needs can be satisfied. Furthermore, not only the traditional theoretical learning objectives are promoted,

but also innovation activities and strategy implementation processes will be successfully supported and achieved.

The experience of TOPSIM, as a supplier with 30 years of experience in business simulations development and trainings, with over one million participants, shows that the individual gamification elements combine well in business simulations to guarantee a successful and longer lasting learning.

## How do simulations tackle the elements and sub-elements of gamification?

### THRILLING CHALLENGE



### NARRATIVE STORY

A framework of a story is given but participants continue developing it.

### VARIOUS CHALLENGES

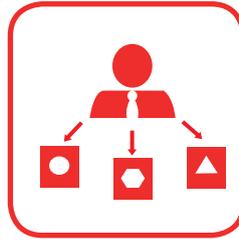
Through increasing complexity new problems have to be solved in each decision phase, which is triggering motivation.



### CURIOSITY TRIGGER

By receiving just enough information to understand the circumstances, players have to discover the key clues themselves.

**INSPIRING SUB-TASKS**

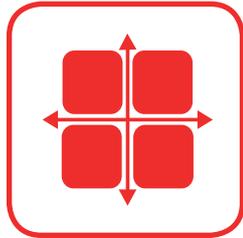


**VARIETY OF TASKS**

Learners take over the company management and therefore decide on different areas like Advertisement, Finance, and HR, which boosts various areas of expertise.

**DIVISIBILITY OF REQUIREMENTS**

Within groups, different roles with various responsibilities can be assigned.



**REALISTIC VIRTUAL MARKETS**

While playing, learners act on the same competitive economic markets. The impact of their individual decisions and of all competitors' results in different sales potentials.

**PRECISE DECISION PATHWAYS**

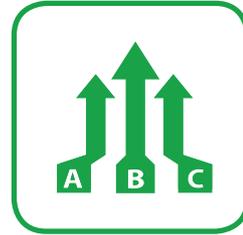


**PURPOSE**

By explaining the cause-and-effect relationships, learners understand the extent of their decisions.

**BRANCHING CHOICES**

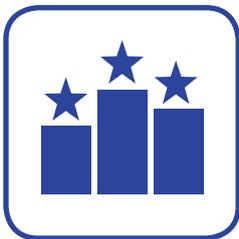
Despite precise decision pathways, participants have to develop their own strategy.



**LIMITED RESOURCES**

By setting time limits, participants learn to manage their tasks with resource efficiency and reach decisions under pressure.

**CONTINUOUS SUCCESS TRACKING**



**DIFFERENT WINNING CRITERIA**

Through multidimensional target systems learners are made aware of different viewing perspectives of business success.

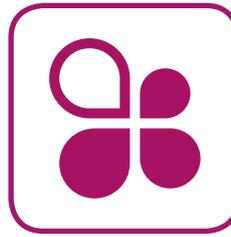
**MULTIPLE FEEDBACKS**

Due to multiple feedback rounds, participants understand the results of their actions and learning effects are guaranteed.



**COMPETITION**

Quantitative and qualitative feedback on performance show participants their current status compared to their competitors, motivating them to improve their results.

**COLLABORATION  
SYNERGIES****DIVERSIFICATION**

Through the cooperation of interdisciplinary teams exploratory solutions are promoted and risky decisions reduced.

**TEAM DYNAMICS**

Due to small groups, effective team dynamics can be created, thereby building a motivating competitive environment.

**SHARING KNOWLEDGE**

While playing the simulation, participants get the chance to contribute positively to the team performance by bringing in their personal strengths.

**ABOUT THE AUTHORS**

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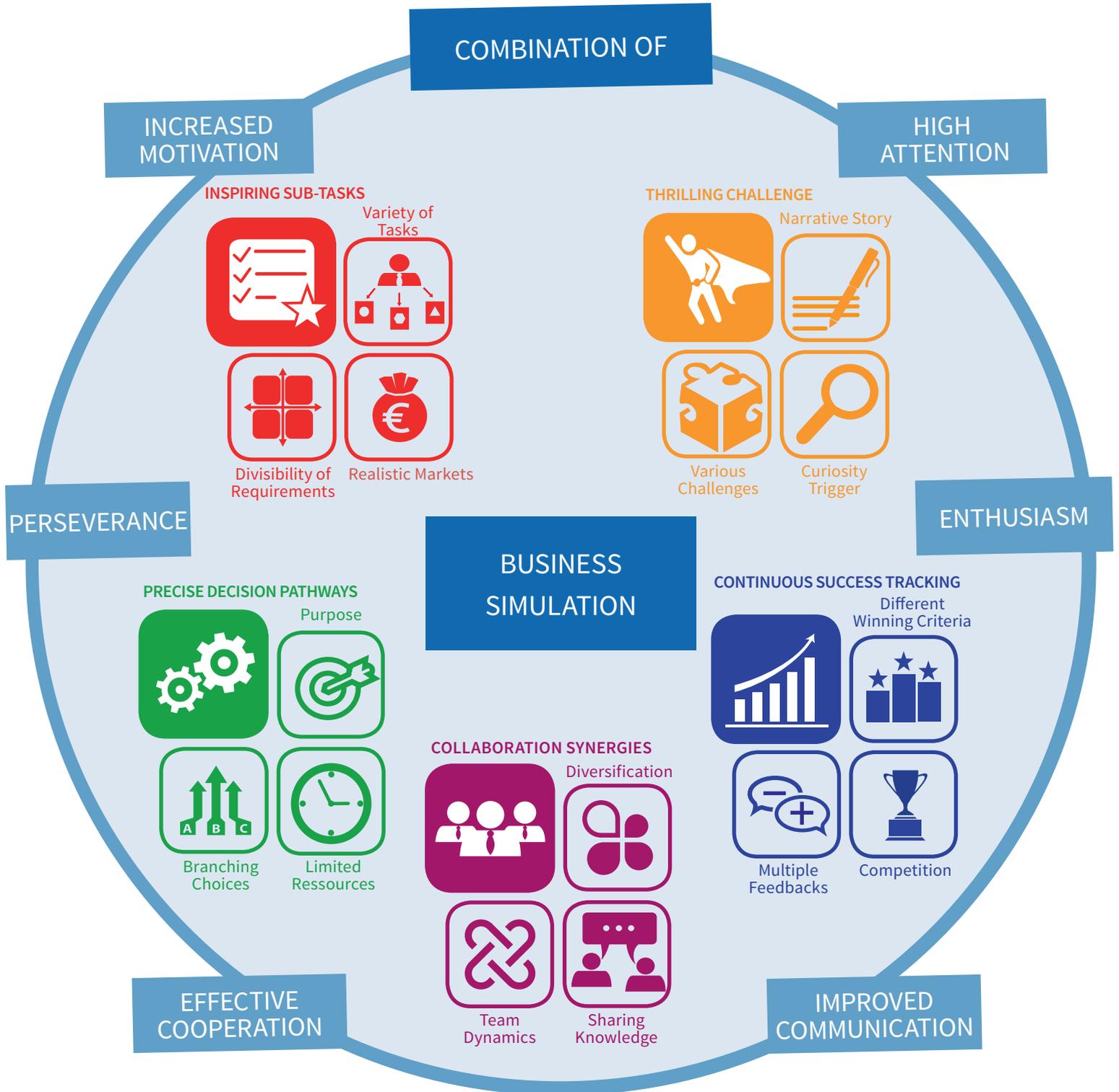


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# BUSINESS SIMULATIONS – APPROVED PLATFORM FOR GAMIFIED LEARNING





WOULD YOU LIKE TO LEARN MORE ABOUT THIS TOPIC AND THE RESEARCH BEHIND IT?

Please feel free to contact us regarding all questions on **gamified corporate learning**