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Social Gamification: Case 2

Employee Skill Games
Learning what is really needed

Up-to-datedness in a dynamic business environment puts a high burden on employees as well as the employer. Employees need to decide which training offer is most relevant for the career in the company and employers can often not afford to send employees off-work-place to attend training and refresher programs. Furthermore the tangible outcome of training, be it in the classroom or online, can be hard to measure and sometimes even questioned.

How it works

Employee skill games are short and motivating in-service game sessions, embedded into any employee business and sales training. They allow the employee to stay at the workplace. Skill games are delivered through a competitive question and response format. Employee's individual learning gaps are addressed immediately with uniquely tailored feedback sheets for further study. Some examples of skill games in action are:
- as an introduction to important office skill sets like software
- as a sales training tool to bring sales force up to speed with product facts, selling points, and to encourage healthy competition within the force.

Skill games are flexible and engaged training tools for understanding employee base through analytics. The company gets profound information for decision making - employee skill games are better for everyone.

What customers say

The medical supplier of orthopediatric equipment **Janssen-Cilag GmbH** in Germany runs regular sales trainings in classrooms. During the full day sales training teams play against each other in 10 minutes competitive sessions. At the end of the day the winner team is awarded by the sales department head.

» The employees are highly motivated to play the games and develop strong spirit to advance as a team.

» The games are highly effective and fun. We recorded employee cohort skill acquisition to tailor our future planning. Decision making has become faster and easier.

How we did it

» **Employee skill game development:** item authoring and event planning
» **Game deployment:** infrastructure and event management
» **Game analytics:** skill progress reports based on psychometric analysis