



Behind the Scenes

Game-Based Learning Success Stories for Critical Business Solutions

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Introductions

Working with you side-by-side, every day



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GP Learning Experience



Agenda

What You Can Expect

- 01 Why? What? When?
- 02 Introducing a game design model that works
- 03 Three industry leading case studies
- 04 The future of learning games

Question

Do you use games as part of your learning strategy?



Play

= Multiple learning modes



Play

Fail

Experience

Explore

Complete

Collaborate

Share

Create

Experiment

Solve

Watch

Make

Win

Simulate

Model

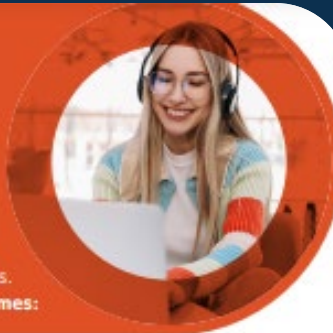
Copy

Great learning games
combine the
science of learning
with the **art of play.**

The 8 Most Popular Types of Games for Learning

Learning games are a valuable tool for increasing engagement, improving information retention, and transferring knowledge with your learning initiatives.

Here are the 8 most popular types of learning games:



1 Management Simulations

Management simulations replicate real-world business scenarios, allowing learners to practice decision-making in a risk-free environment. These games help develop strategic thinking, leadership, and commercial awareness.

Best for:

- Decision-making
- Leadership, management, and risk development
- Sustainability training
- Commercial awareness

2 Branching Scenarios

Scenario-based challenges encourage learners to solve dilemmas using critical thinking, problem-solving and quick reactions. They present various paths and outcomes based on the learner's choices.

Ideal for:

- Decision-making and consequences
- Leadership development
- Ethics, code of conduct, and operational risk training

3 Escape Rooms

Escape rooms require learners to solve puzzles and complete tasks within a set time to "escape" from a virtual room. They foster teamwork, problem-solving, and the application of knowledge in an enjoyable and immersive setting.

Perfect for:

- Step-by-step knowledge-building
- Testing knowledge of processes and methodologies
- Team-building
- Induction

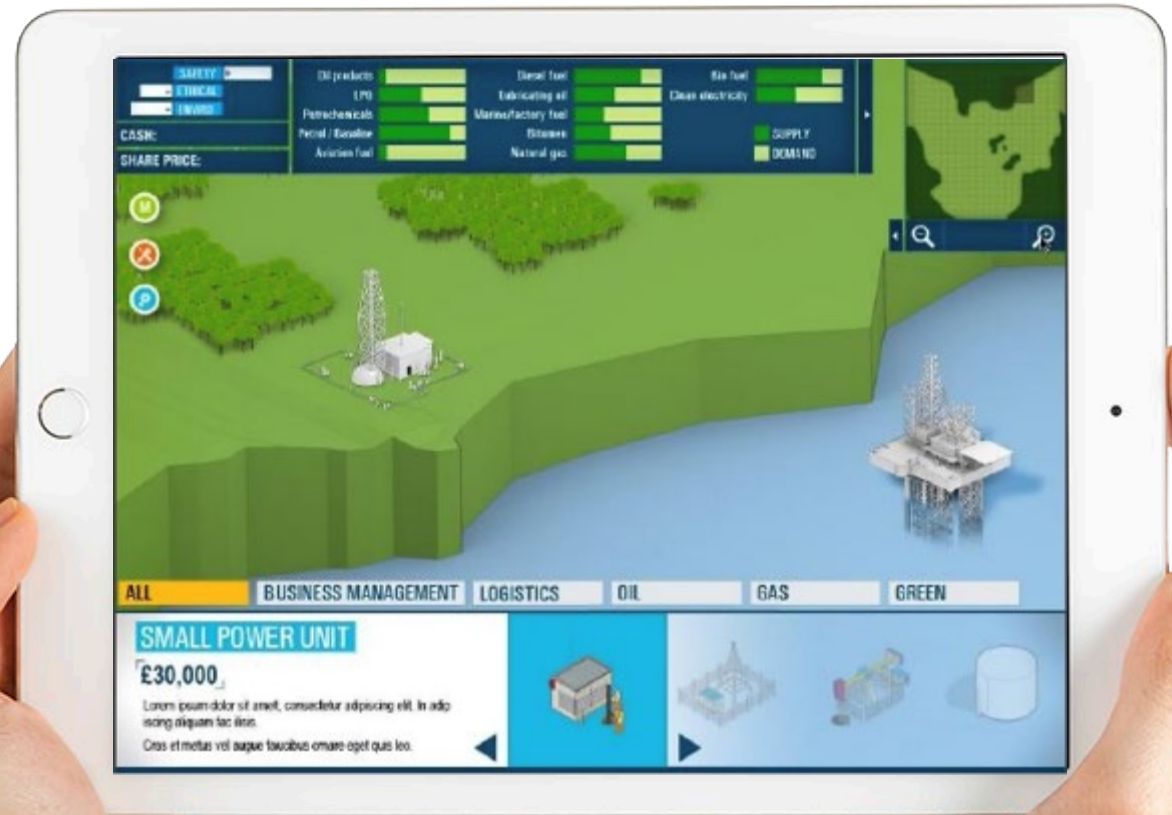
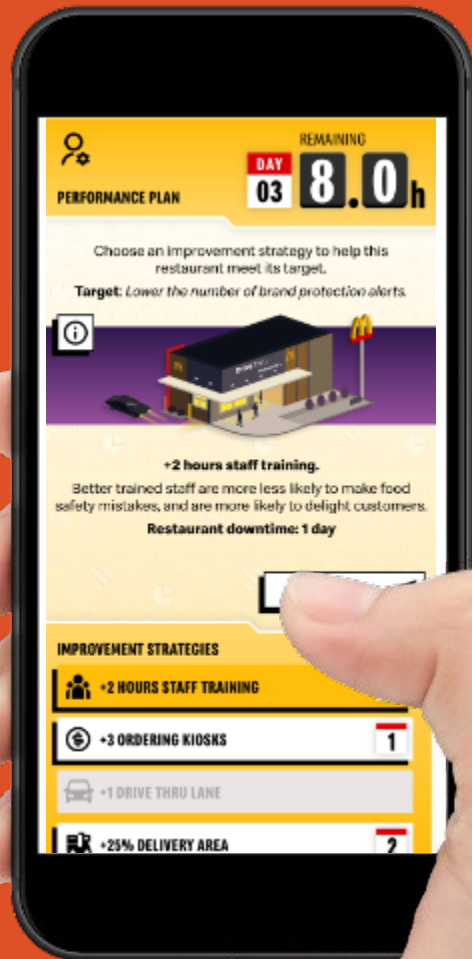
4 Roleplays

Roleplay games simulate real-life scenarios where learners can practice communication, negotiation, and interpersonal skills. These games are particularly effective for training in sales, customer service, and diversity, equity, and inclusion (DEI).

Excellent for:

- Communication, sales training, and DEI skills
- Negotiation skills
- Navigating difficult conversations

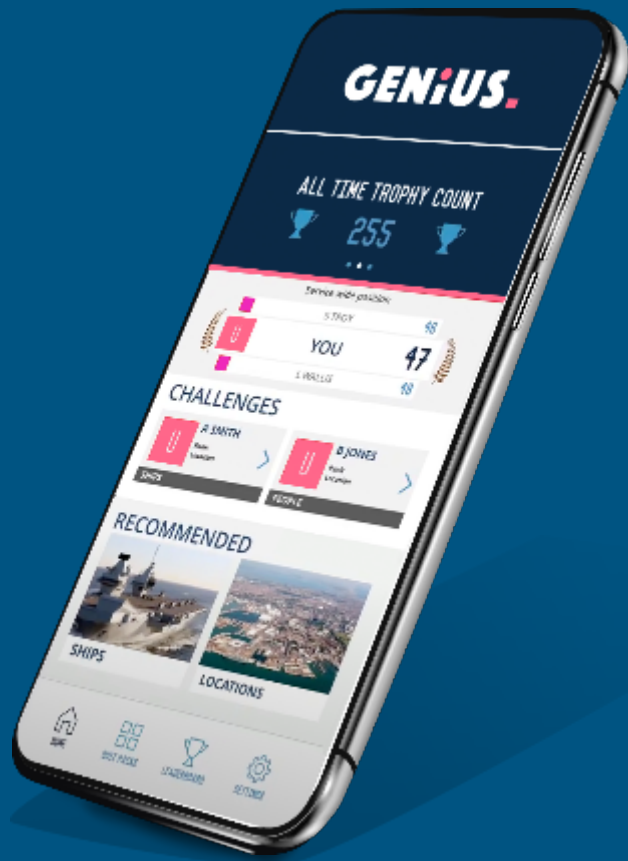
Strategy



Puzzle



Arcade



Simulation



We need to discuss the current financial state!

Defects 79%
Total cars shipped: 209
Total profit: -€4.2m
Avg. Cost per car: €29,381
Safety 24%

We're noticing a bottle neck at the Powertrain Assembly

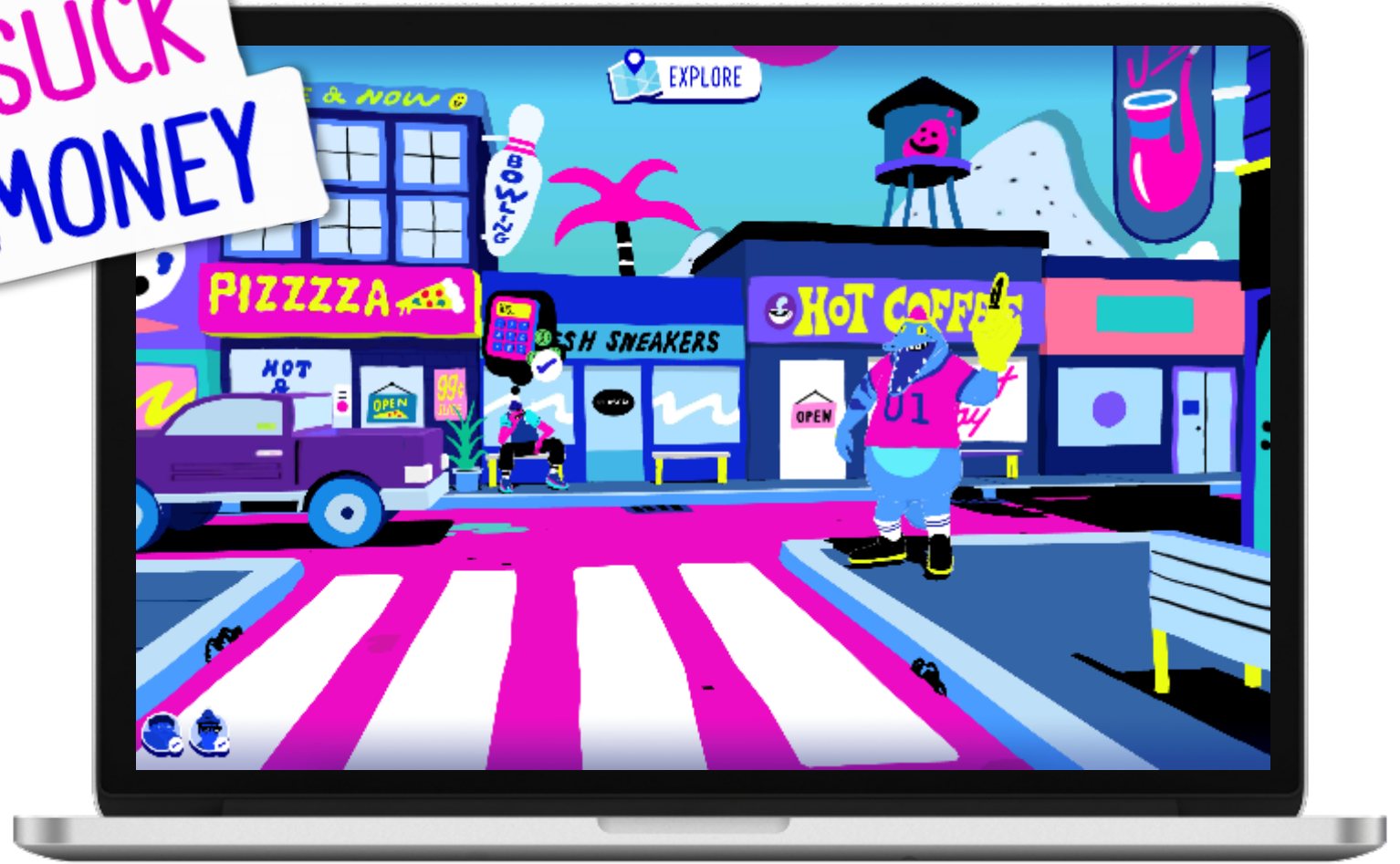
Machinery: A 3000, RW 4500, A 7500
Operators:

It's an incredible turnaround. You've proven this factory could handle one of our next high-profile vehicles.

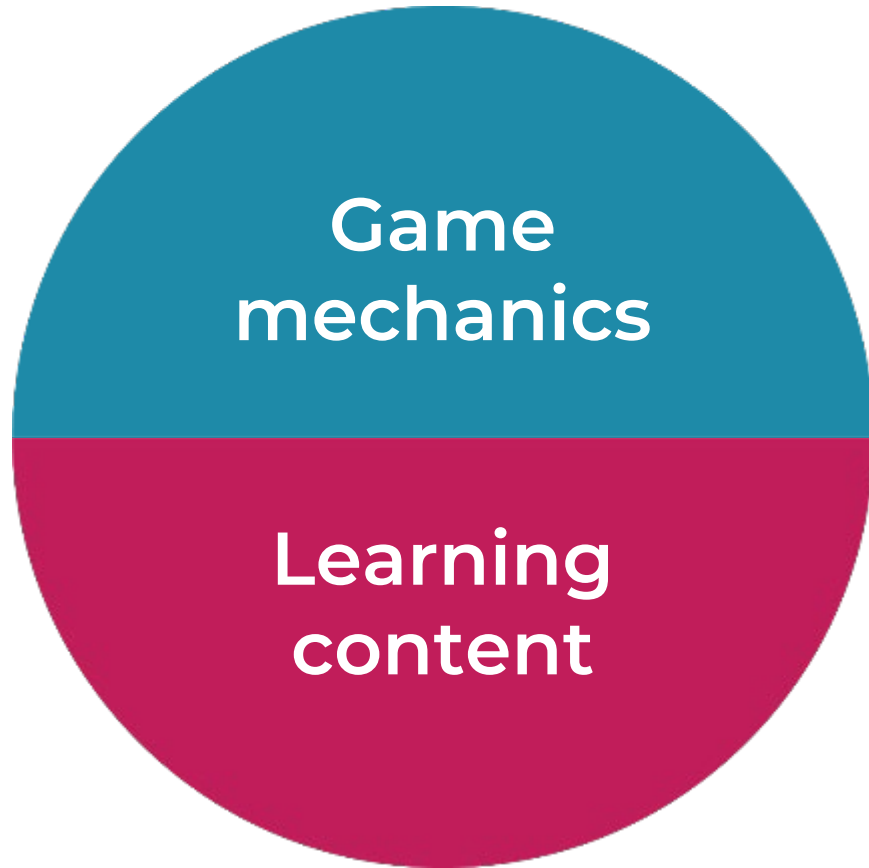
Defects 01%
Total cars shipped: 709,020
Total profit: €230.2m
Avg. Cost per car: €19,995
Safety 100%

Scenario

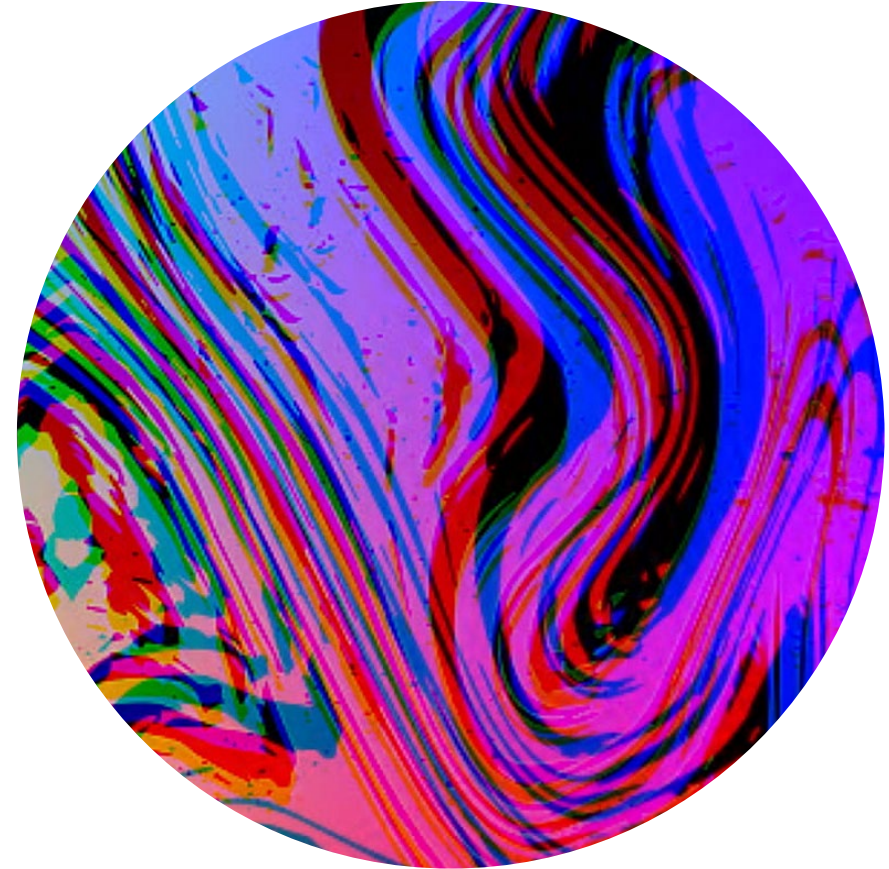
HOW NOT
TO SUCK
AT MONEY



Gamification



True game



Question

Learning Games:
What's stopping
us?

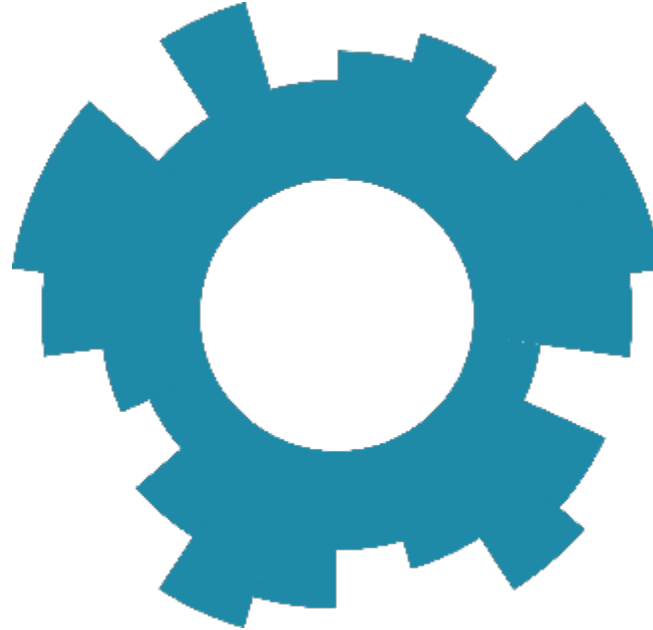


Our learning game design model



Step 1

Form the design pillars
Understanding the
context.



Step 2

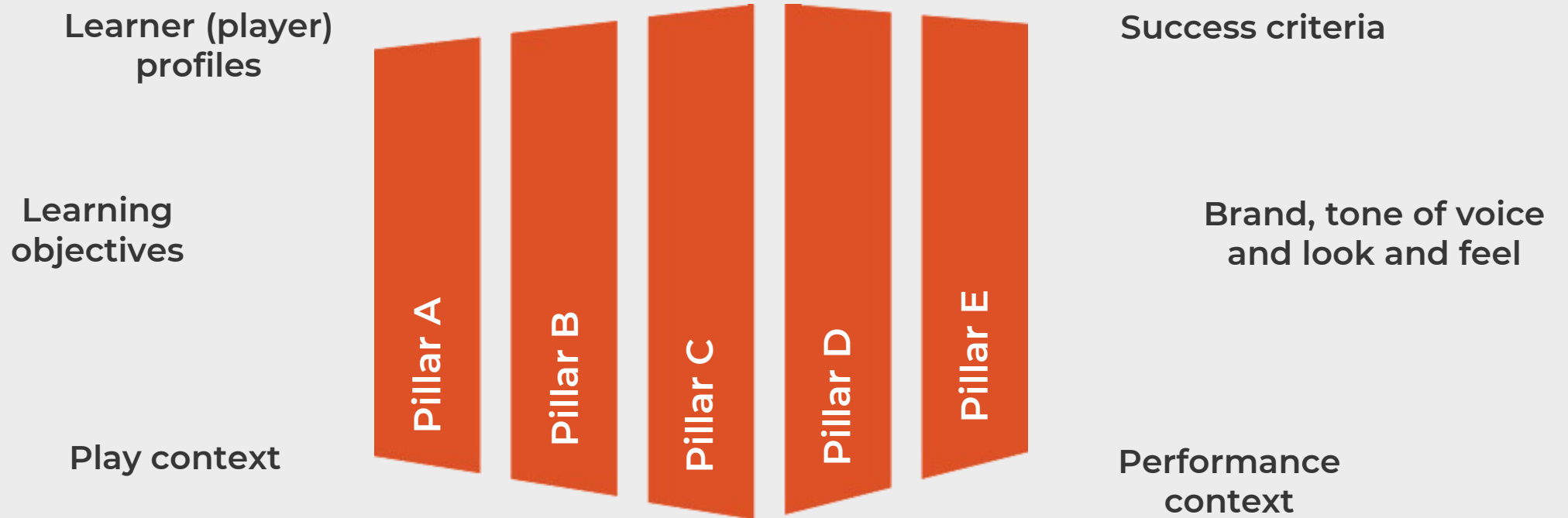
Create the shape of your game
Using game design levers.



Step 3

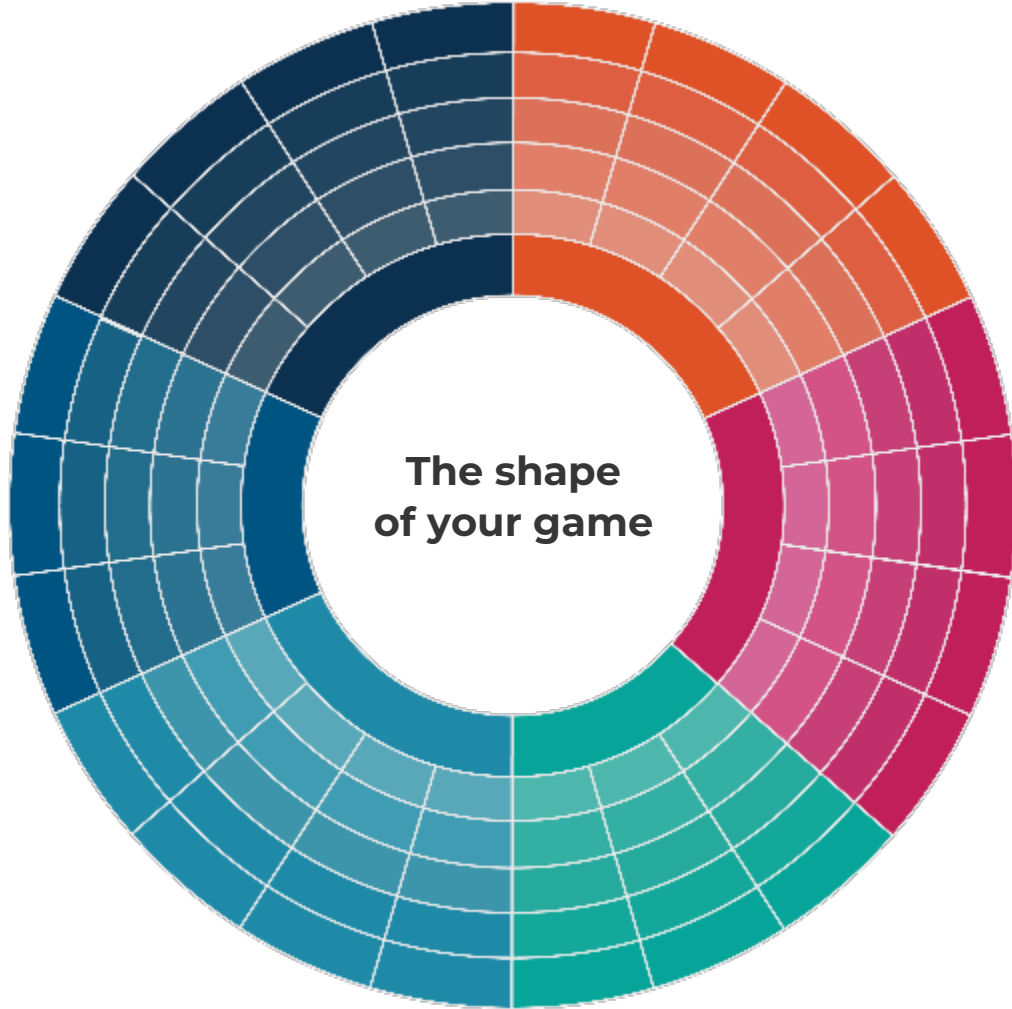
Develop the core
gameplay
Define learning
feedback loops.

Model step 1: Map the design pillars

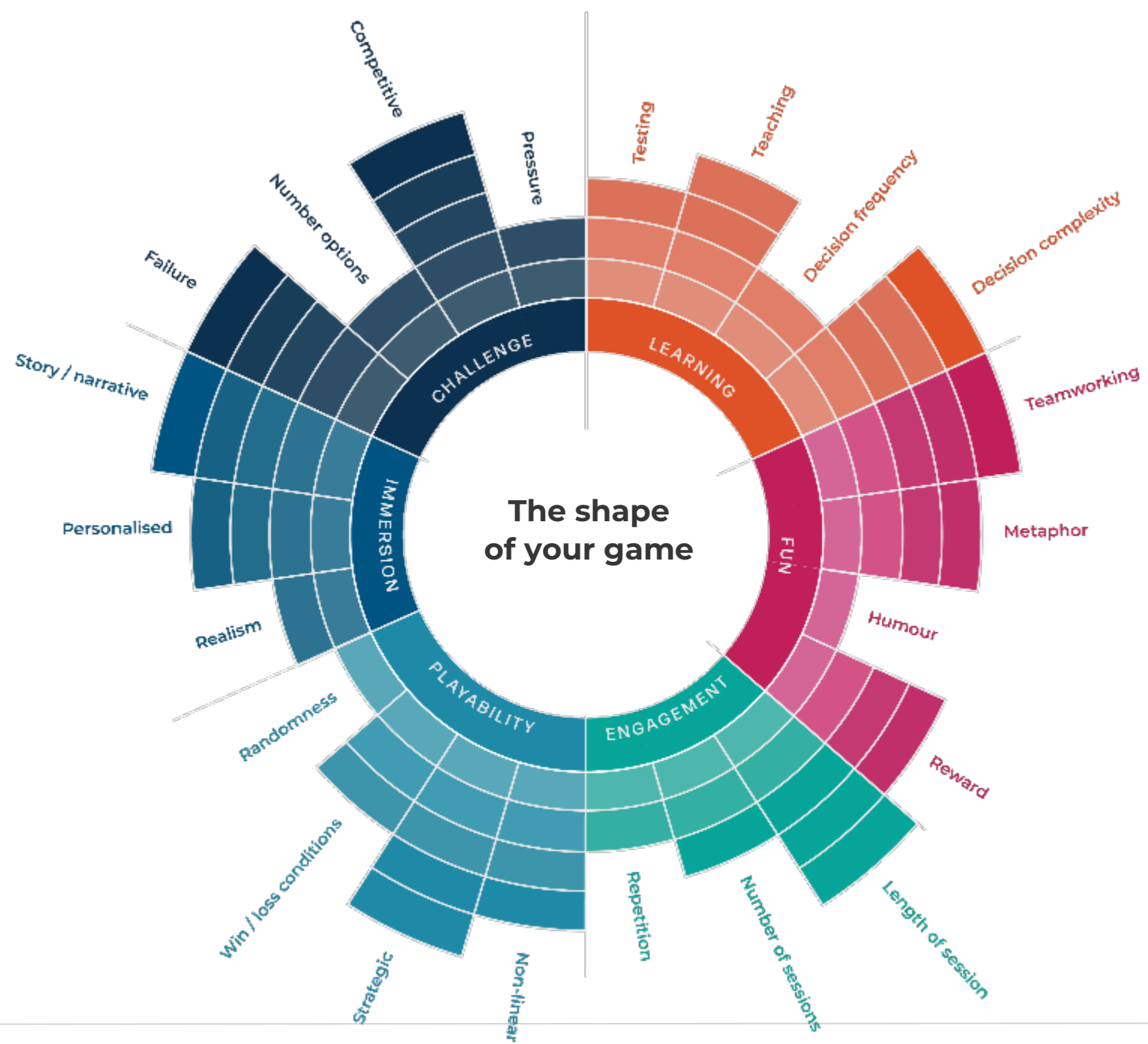


Model step 2: Finding the shape of your game

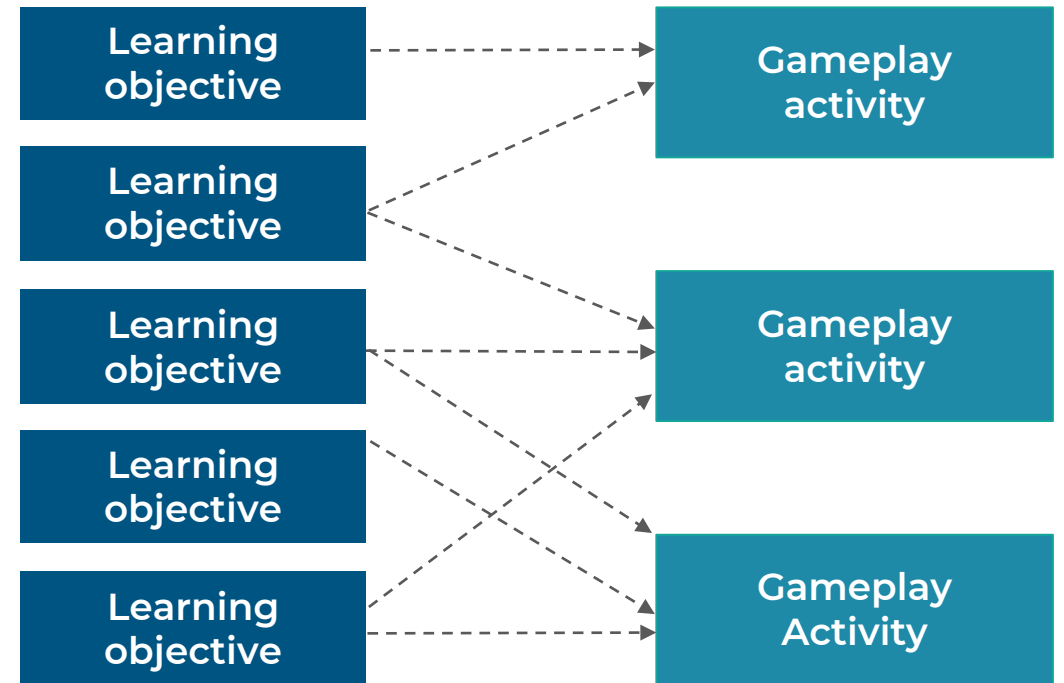
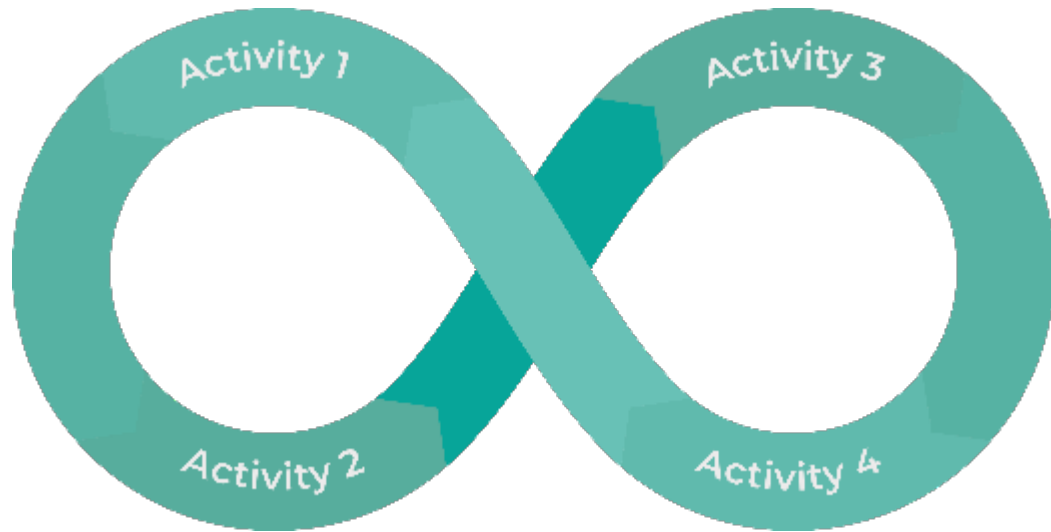
- Challenge**
 - Failure
 - Number of options
 - Competitive
 - Pressure
- Immersion**
 - Realism
 - Personalized
 - Story / narrative
- Playability**
 - Non-linear
 - Strategic
 - Win / loss conditions
 - Randomness



- Learning**
 - Teaching
 - Testing
 - Decision frequency
 - Decision complexity
- Fun**
 - Teamworking
 - Metaphor
 - Humor
 - Reward
- Engagement**
 - Length of session
 - Number of sessions
 - Repetition



Model step 3: Develop the core gameplay



Three Case Studies



Case Study 01

Global Business
Services Induction





Technology

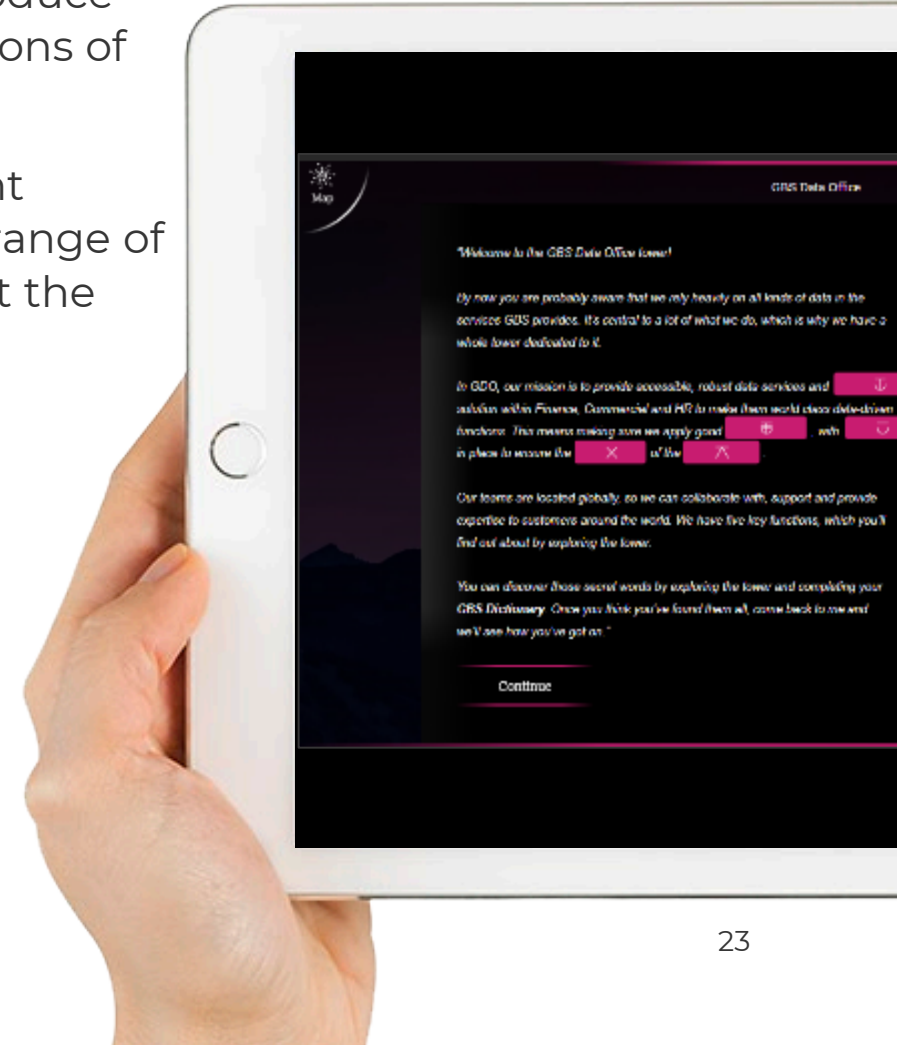
Case Study

Global Business Services (GBS) Induction

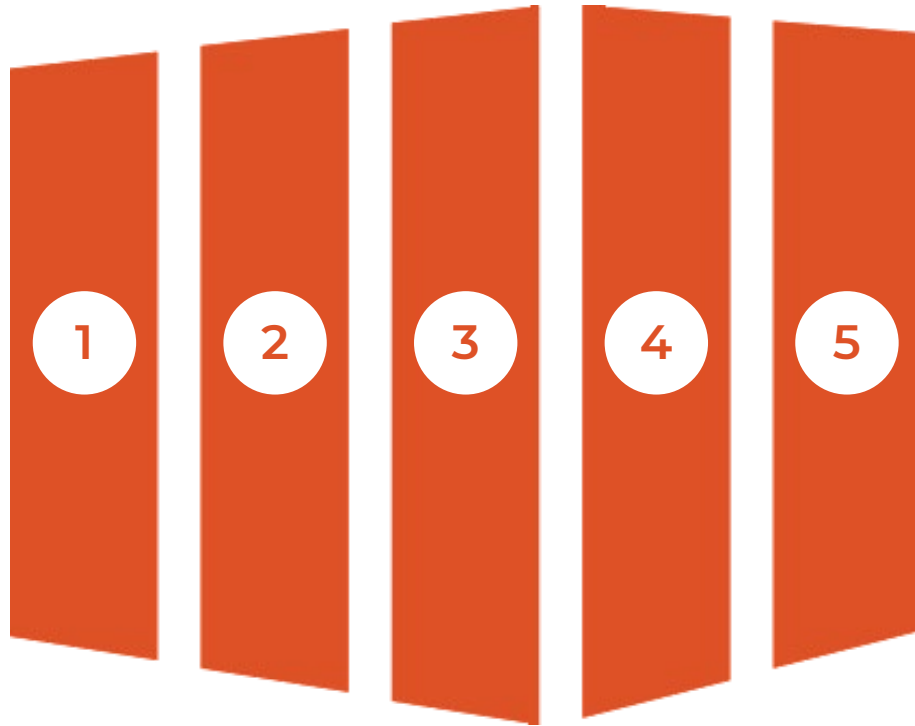


A **gamified solution** to onboard new employees and introduce them to the varied functions of the GBS.

Learners explore the eight “towers” and decipher a range of clues to learn more about the GBS.

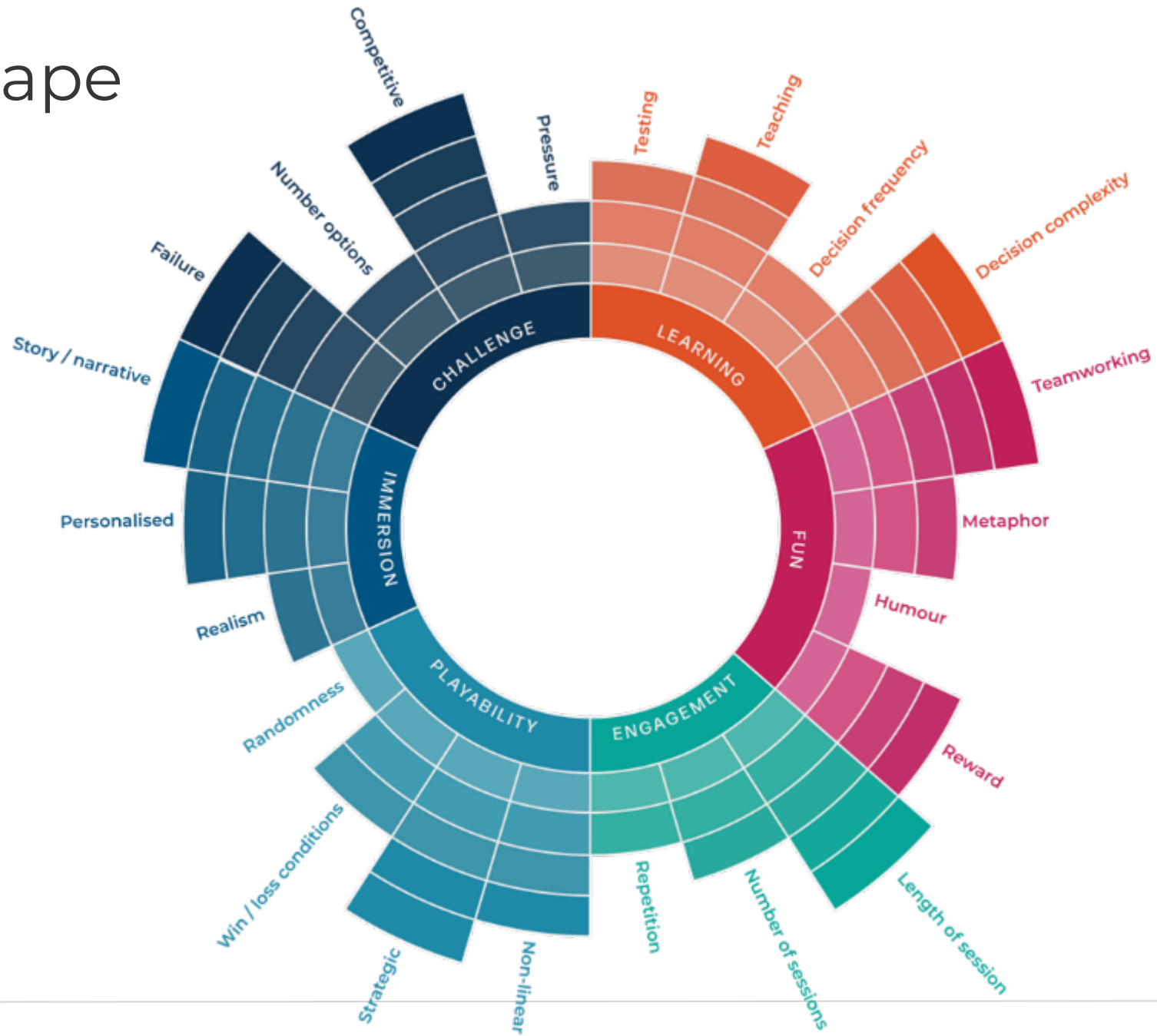


Design pillars



- 1 Central Creative Concept
- 2 Engagement and 'Wow' Factor
- 3 Exploration and Curiosity
- 4 Meaningful Challenge
- 5 Novel and Fun Learning Experience

Game shape



Welcome to Global Business Services (GBS)

You've joined a rapidly growing team at an exciting time. We've got a bold ambition to identify, build and deliver excellent shared services, which everyone can leverage, to enable the company to grow and change at speed.

Joining a new team can be daunting, whether you've come from another internal team or are completely new to the company. GBS has many towers, services and functions for you to learn about as you begin your new role.

In your first few weeks in a role, it might seem like everyone else is speaking a language you don't understand. **This module will help you.**

You're about to explore our towers, find out about what they do, and discover some of their key terminology. In doing so, you'll discover how our towers are linked – both in terms of the language we use and in our dedication to the same goals and ambitions.

When you're ready, let's get going!

Continue



Map

GBS Data Office



Directory



03

02

01




FLOOR

Explore the tower for more information. Use the arrows to move between floors.



What does Data involve?

Flip the cards to find out what Data  involves.

Ownership, Custodianship and Stewardship

Define who owns data
and who can manage it.

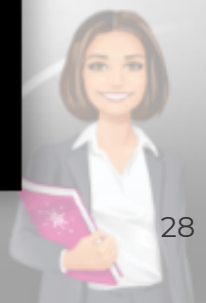


Issue and Risk Management

Manage the risks
associated with storing
or using data.



[Go to directory](#)



Your Directory

Explore each tower and complete tasks to populate your directory.



GBS Data Office



GBS Analytics



GBS Productivity and Project Services



GBS Process Solutions



GBS People Services



GBS Compliance, Legal and Contracting Operations



GBS Commercial Operations



Procedures



Governance



Validation



Records



Reporting













Continue

Your task

To complete this module, you need to solve the puzzle below. By defining all the secret coloured words, you'll decode the hidden message that explains what we do and why GBS is so important to the company.

Select the arrows to read through the message.

Through our global scale and diverse services, we look to drive 
 through innovation and . We work to protect our 
 and provide new capabilities to the , so the company can
 push the boundaries of science to deliver life-changing medicines.

We provide  to every  across the company
 by covering all  in their , thereby driving
 .



Case Study 02

Visa

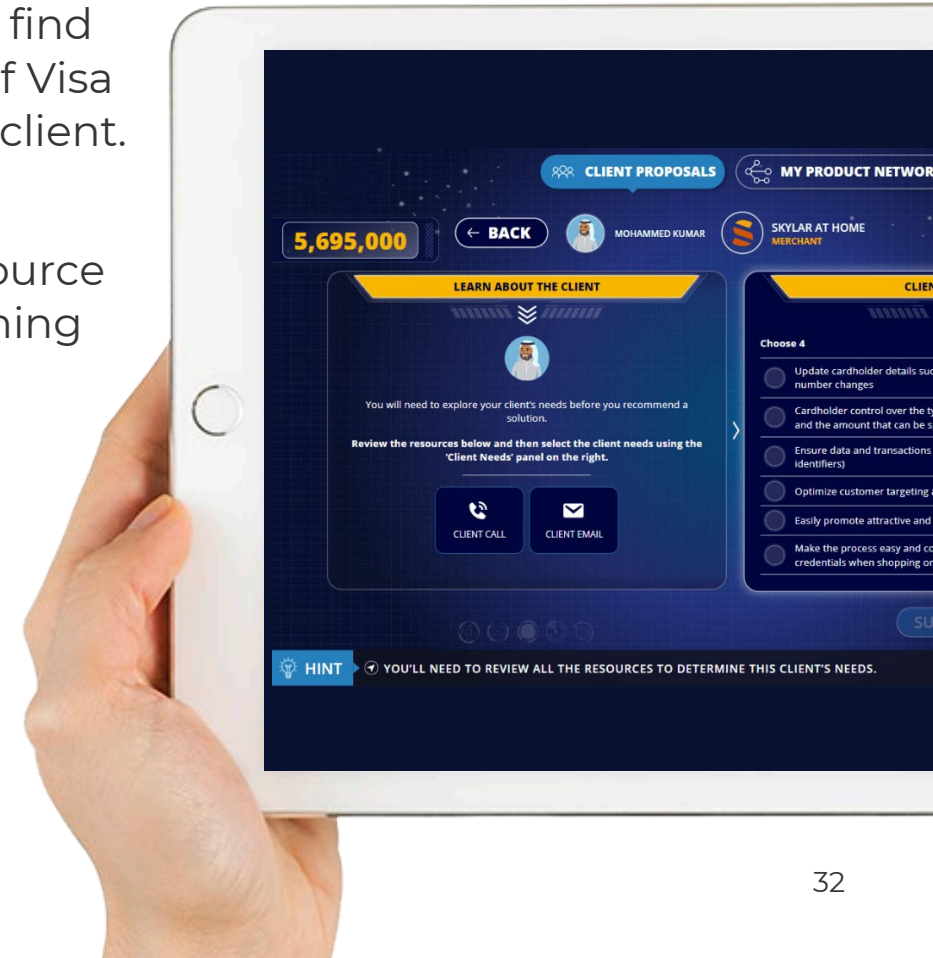




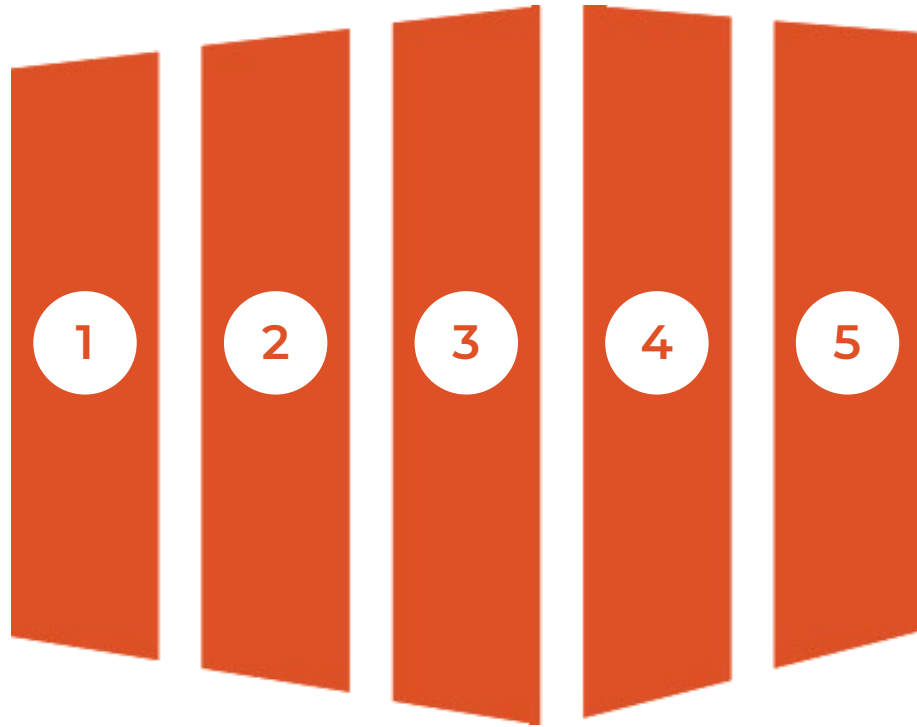
A learning game with product knowledge modules, all housed in a gamified learning platform.

Learners are challenged to find the optimal combination of Visa product solutions for each client.

The program remains a sustainable and scalable source of product knowledge training for Visa's sales team.

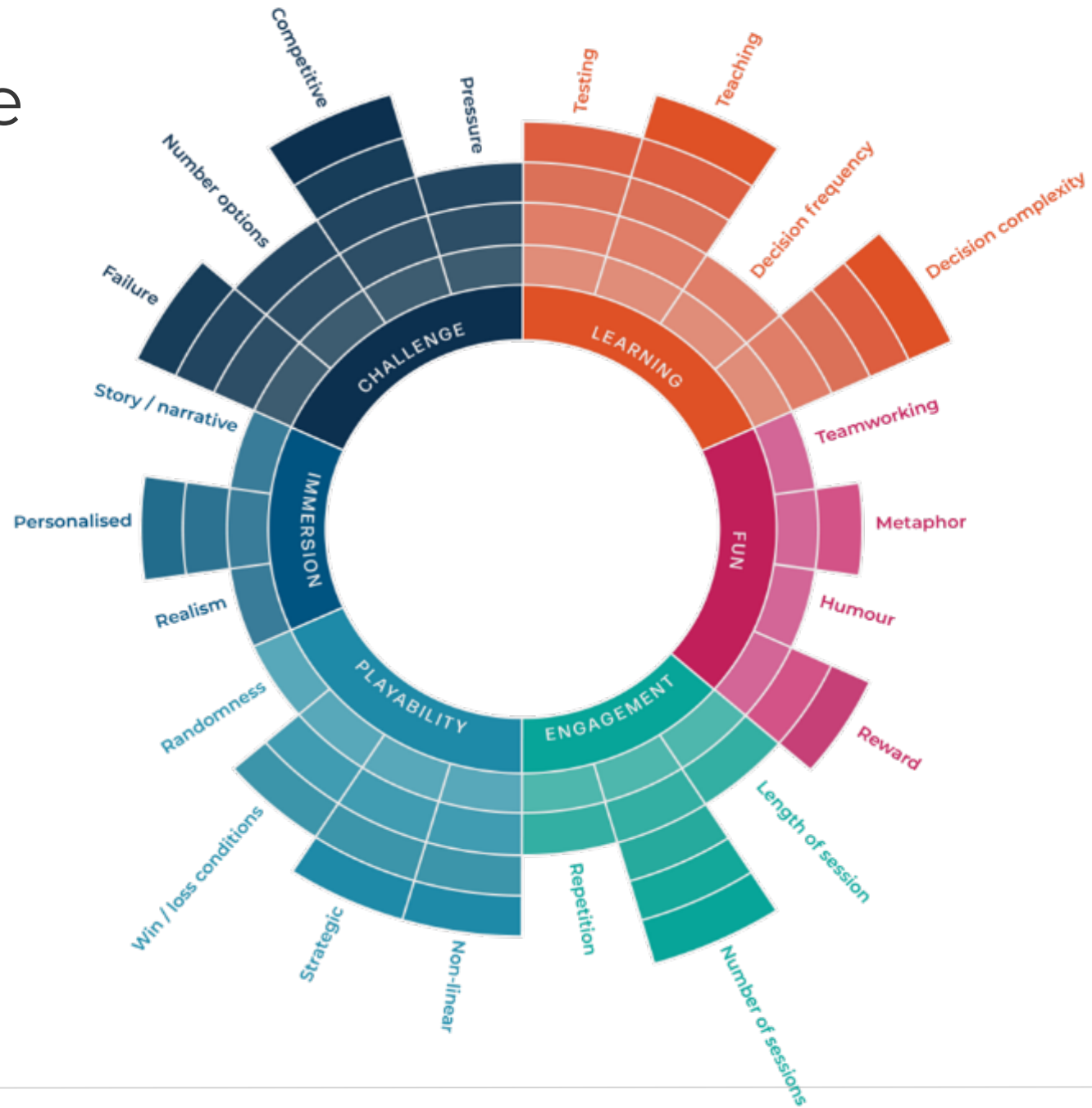


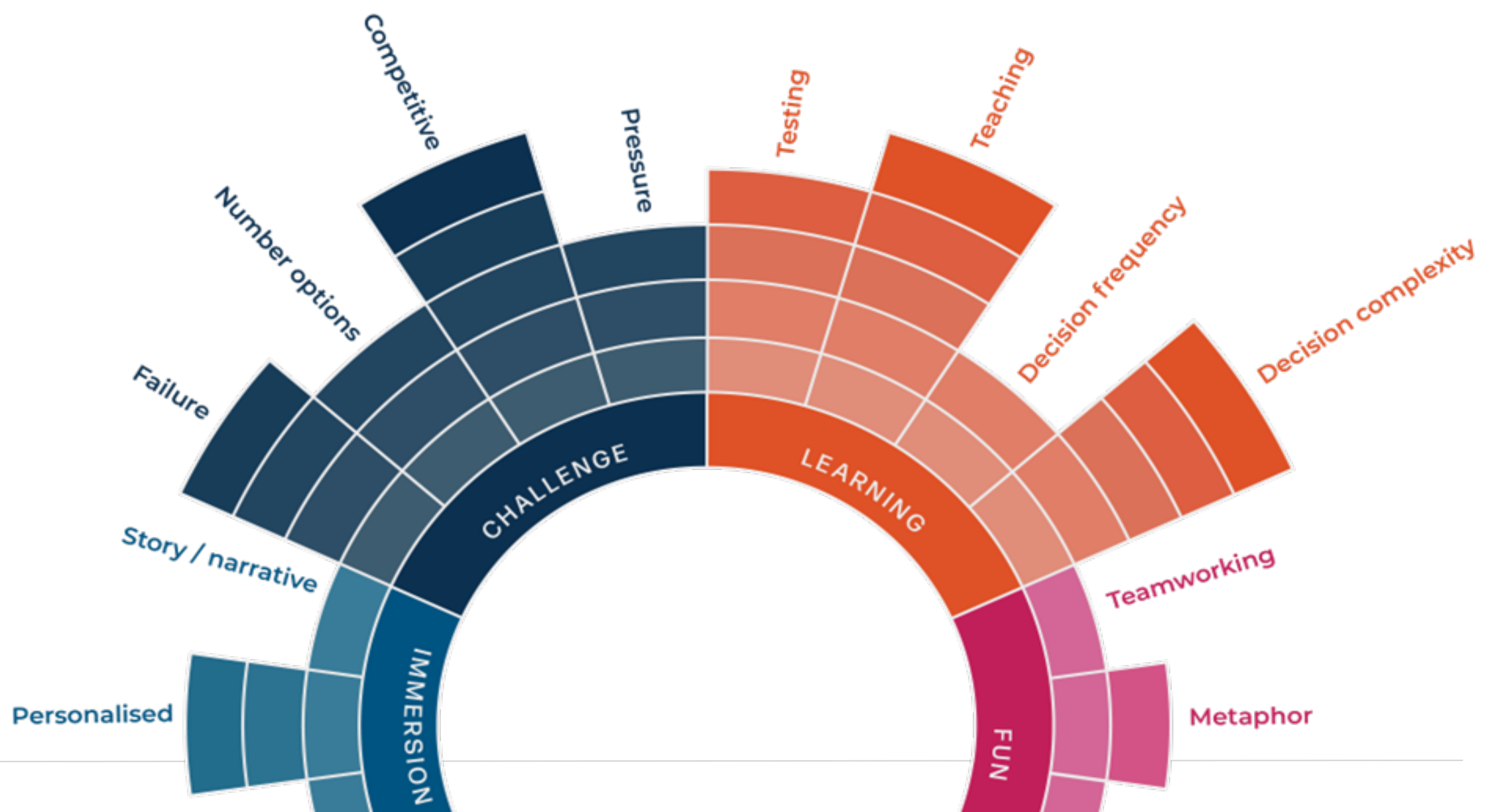
Design pillars

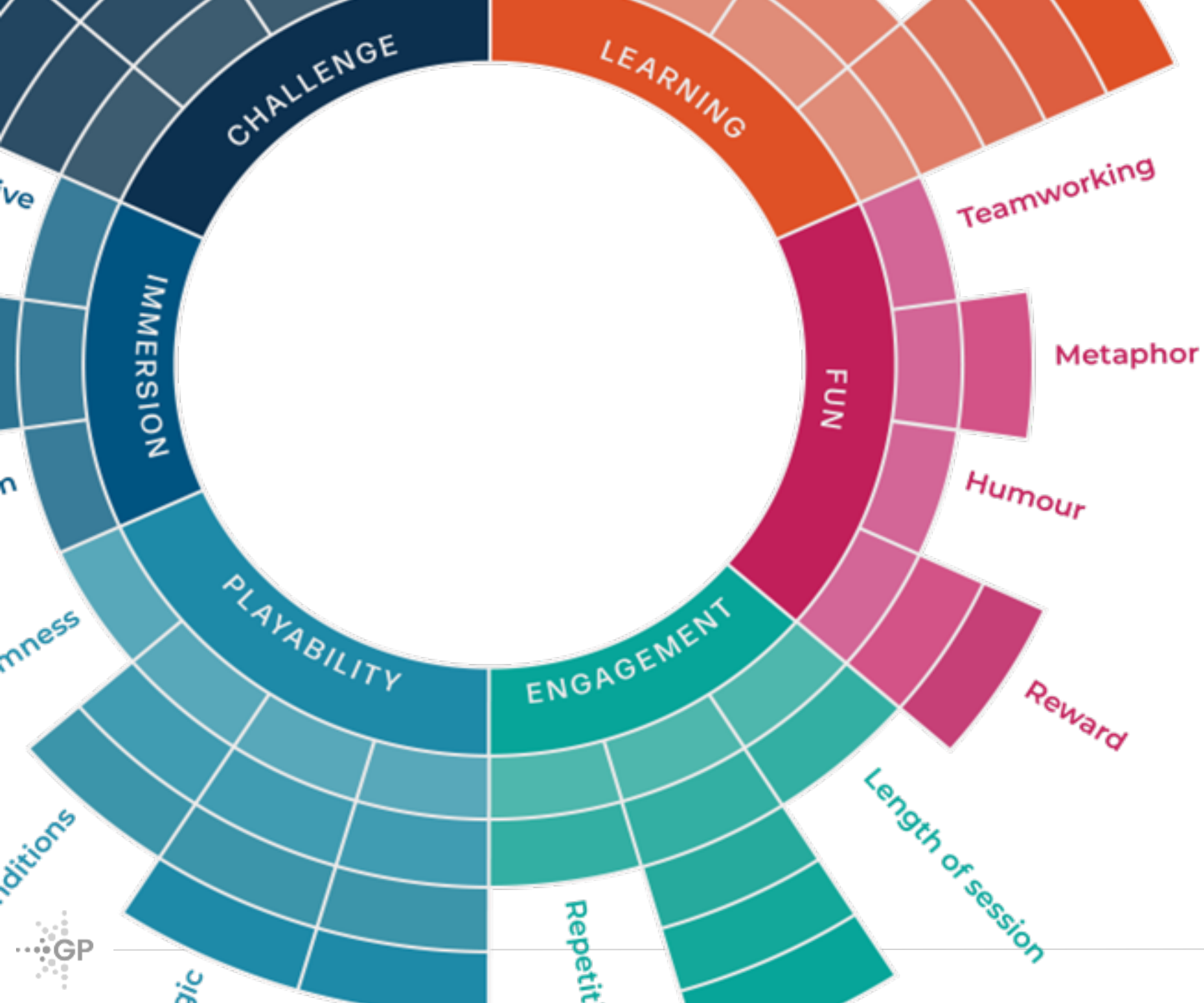


- 1 Connection
- 2 A holistic learning 'destination' platform
- 3 Step in / Step out
- 4 Challenging
- 5 Rewarding

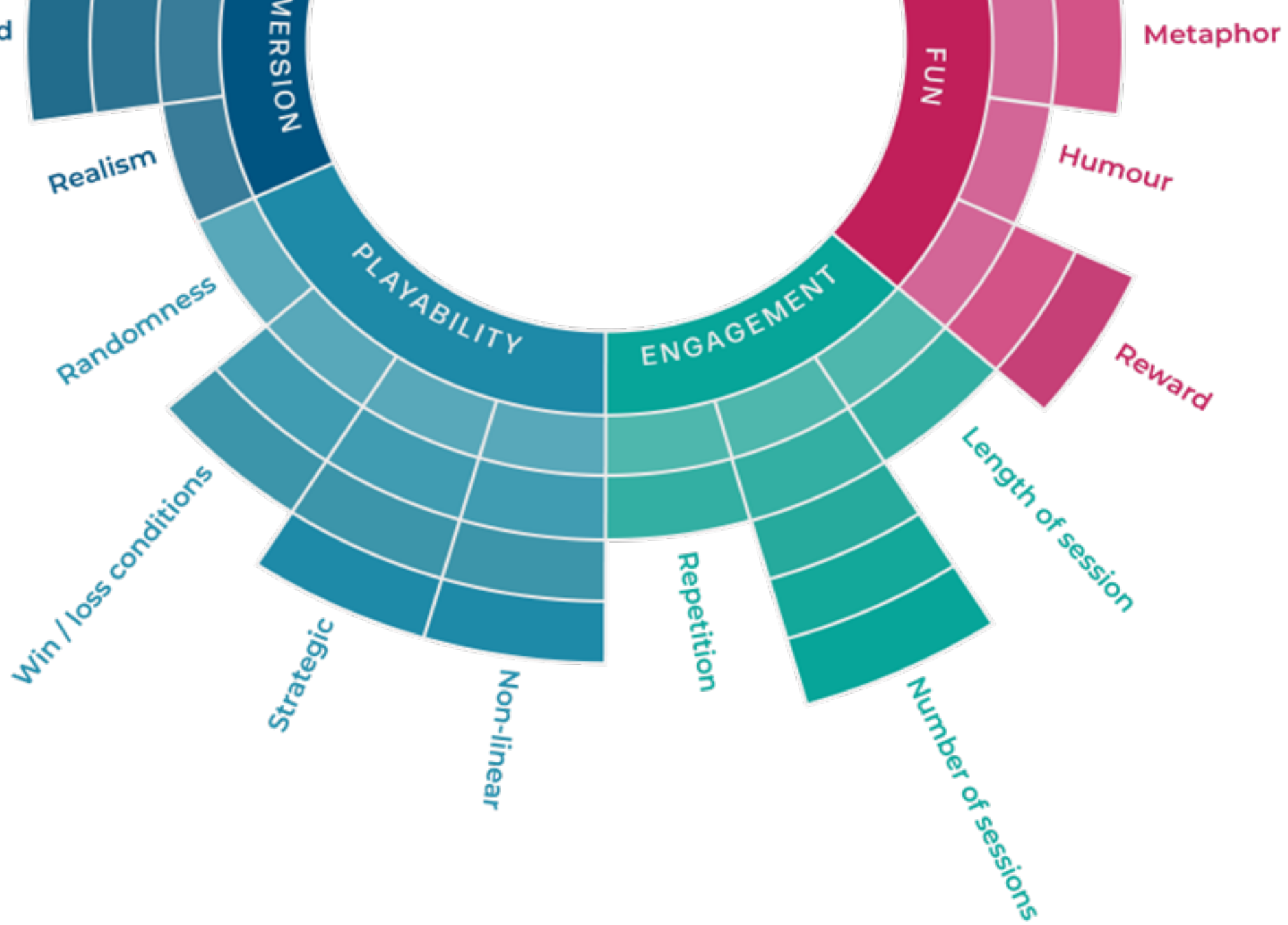
Game shape







Personalised



MY DASHBOARD

POINTS
0

DAILY BONUS STREAK
BONUS!

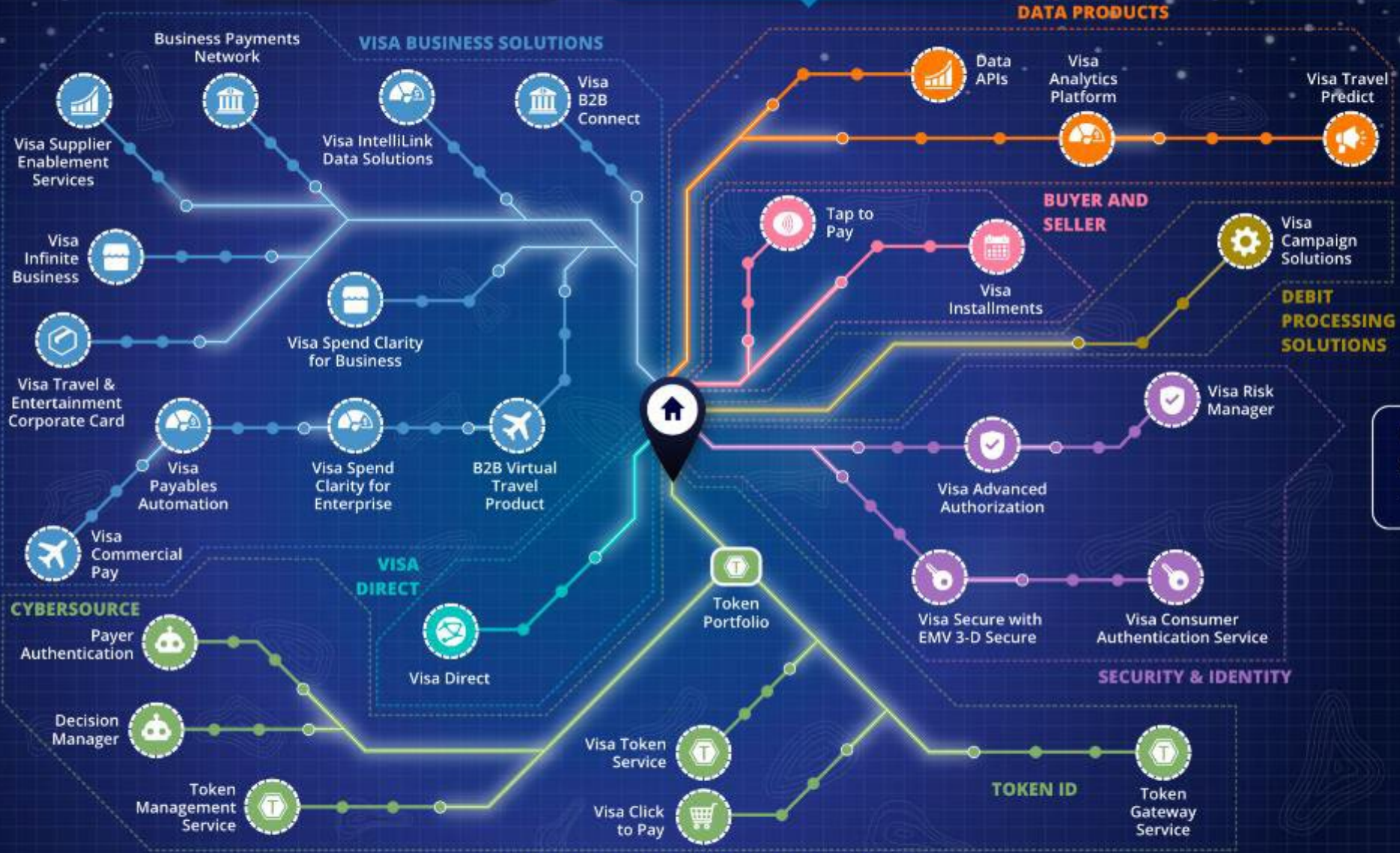
PROPOSALS
WINS 0 / 0 LOSSES

RANK
NEW JOINER

PRODUCTS COMPLETED
0/28

LAST ACHIEVEMENT
NO ACHIEVEMENTS YET

+ MORE



PERFECT CHALLENGES
★ 0 / 84



← BACK

SECURITY & IDENTITY

Welcome to the Visa Risk Manager product page!

If you're new to Visa Risk Manager or need to refresh your memory, **OPEN LEARNING** to find out more. If you're already familiar with Visa Risk Manager, **OPEN CHALLENGES** to test your knowledge and earn points.

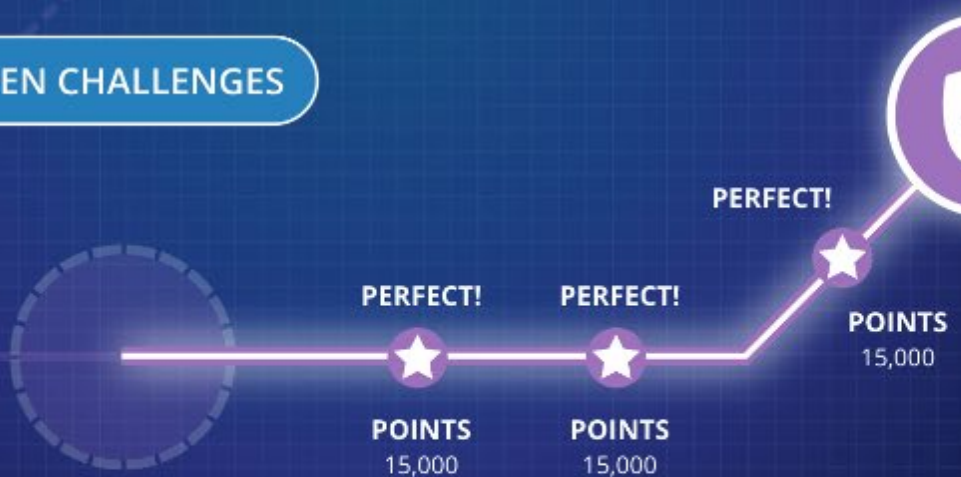
↗ OPEN LEARNING

OR

↗ OPEN CHALLENGES



Visa Risk Manager



MY DASHBOARD

POINTS

105,000

DAILY BONUS STREAK

●●●●— BONUS!

PROPOSALS

WINS 0 / 0 LOSSES

RANK

NEWBIE

PRODUCTS COMPLETED

1/26

LAST ACHIEVEMENT

FLYING START

+ MORE

MY DASHBOARD

POINTS
0

DAILY BONUS STREAK
●●●●● BONUS!

PROPOSALS
WINS 0 / 0 LOSSES

RANK
NEW JOINER

PRODUCTS COMPLETED
0/28

LAST ACHIEVEMENT
NO ACHIEVEMENTS YET

+ MORE



Select a client to get started.



Select here to filter by client type, solution set, region, or difficulty rating



PROPISHUS
ISSUER



SHIELD
COMMERCIAL
ISSUER



MERCEPTLE
MERCHANT



NEWHAM
WEST
ACQUIRER



ZEPHYR BANK
COMMERCIAL
ISSUER



TERRA NOSIT
BANK
ISSUER



BOLTZBANK
FINTECH



MOMONAY
FINTECH



Product complete!

IDENTITY & SECURITY

VCAS



+100,000 POINTS

Daily Challenge
Streak Bonus
Awarded!



+20,000 POINTS

You can earn another bonus streak tomorrow!

Achievement
unlocked!



TAKE 5

COMPLETE 5 PRODUCTS IN ANY
ORDER

+50,000 POINTS

New rank unlocked!



MASTER



2,500,00 POINTS

OK

MY DASHBOARD

POINTS

10,000

DAILY BONUS STREAK

●●●● - BONUS!

PROPOSALS

WINS 4 / 26 LOSSES

RANK

TRAINEE

PRODUCTS COMPLETED

2/25

LAST ACHIEVEMENT

LEVEL 1 COMPLETE

+ MORE

The results

Account Executives who played the game delivered **3x the number of sales opportunities** as non-players between April-October after launch.



Case Study 03

Outbreak Response

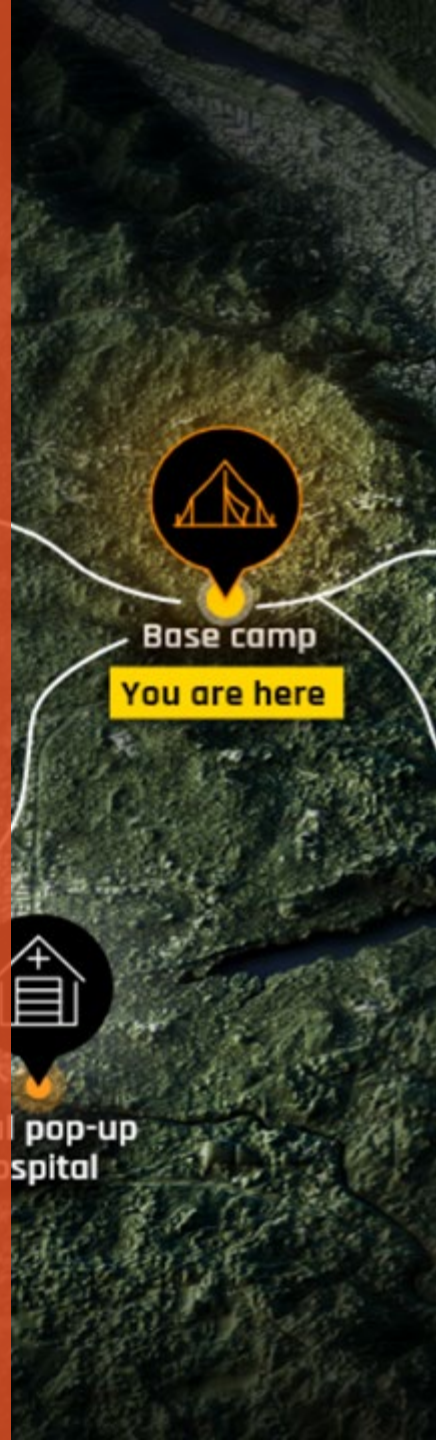




Technology

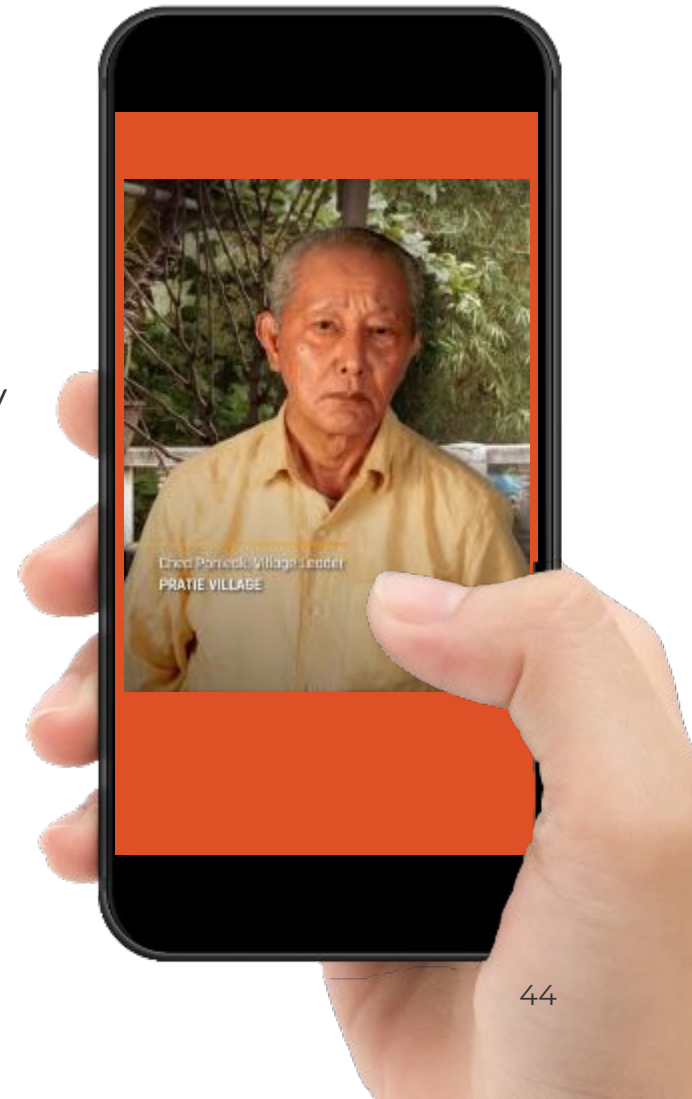
Case Study

Outbreak
Response

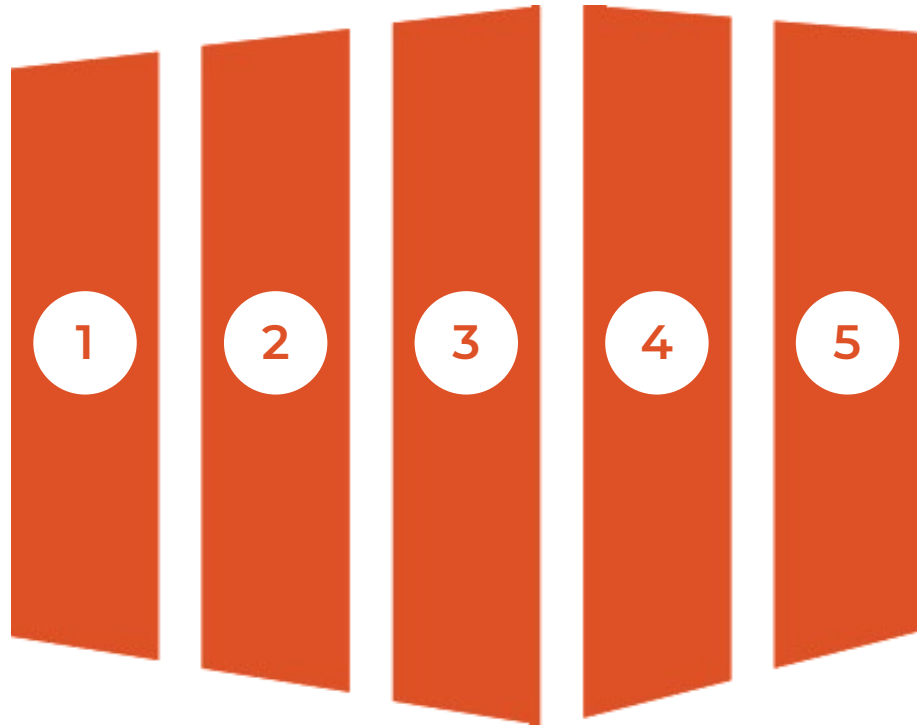


A **strategic crisis simulation game** testing soft skills and quick thinking for multidisciplinary public health emergency responders from around the world.

Learners must manage their time and key relationships to find as much information as they can about the disease.

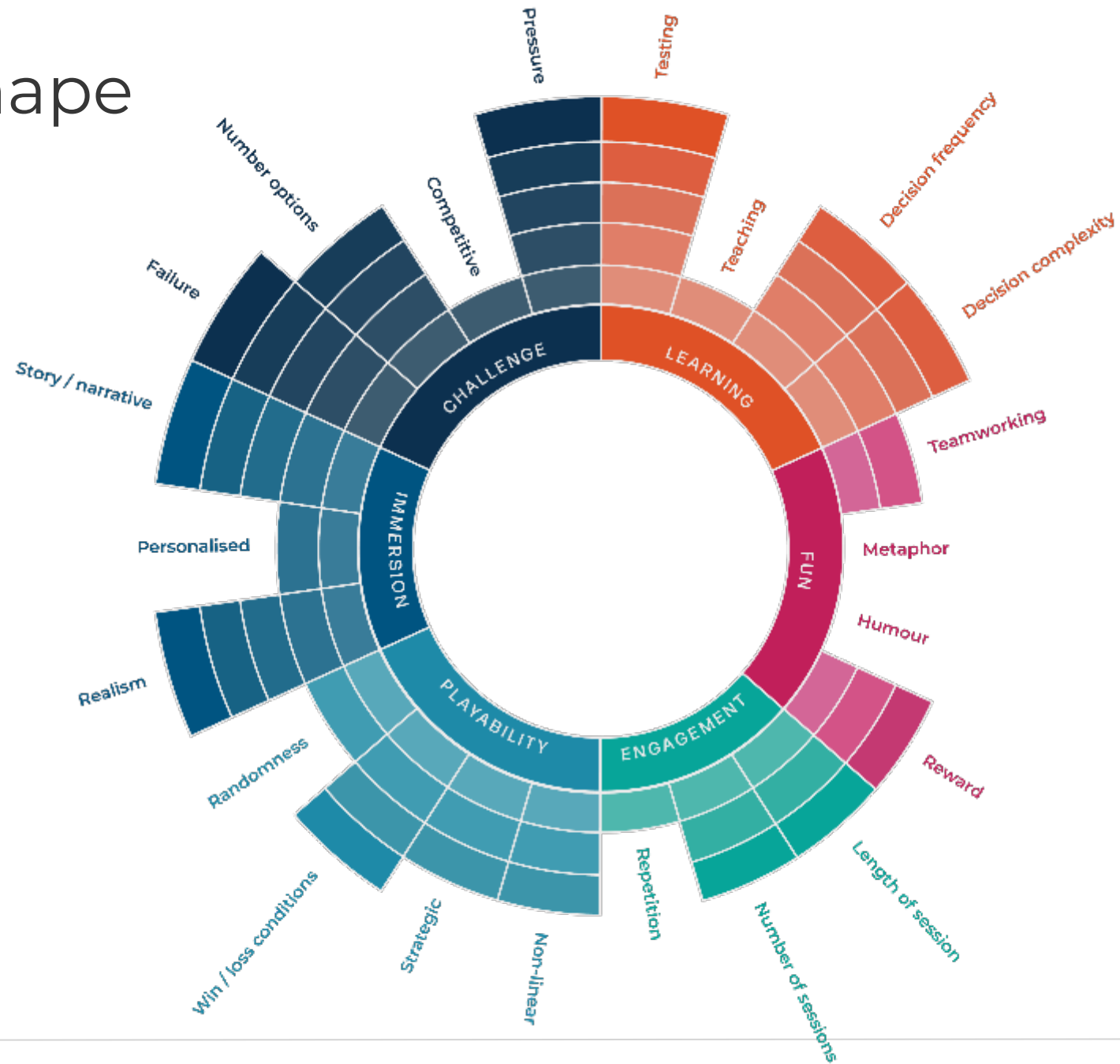


Design pillars



- 1 Players are smart
- 2 Soft skill / decision focused
- 3 The world is complicated
- 4 Immersive and believable
- 5 Never a right or wrong

Game shape



Welcome to the country of Goarnali.

We need your help. An outbreak has occurred
in the Kain Coung Province of Goarnali...

SKIP >>>



Morning





?



Lipat village



?



Base camp

You are here



Government building



Local pop-up hospital



Hospital



Morning



OBJECTIVES

Select each Objective to learn more about its requirements.

Primary objective:

Gain agreement from the Village Leader to postpone the Harvest Festival

Secondary objectives:

Characterize the illness in terms of clinical presentation, incubation period, and suspected source of exposure (1/3)

Complete the Village Leader character profile (0/4)

Learn who were the first persons in the village to become ill

Ascertain how many people in the area have been affected by the illness since it emerged (0/3)

Hidden objectives:

You haven't discovered this objective yet

You haven't discovered this objective yet

CHARACTER PROFILES

CLOSE



Complete the Village Leader character profile (0/4)

It will be important to gain the cooperation of the Village Leader during the investigation. I should learn as much as I can about him to help forge a good relationship when we meet.

There are four things to discover about the Village Leader.

KEY CONTACT/S:

- Community Health Worker
- District Doctor
- Ministry of Health Representative



Noon

VarTest






Say nothing


Convince


Concede

⏪ LEAVE






Morning



End of day report: How you compare

Hear me out?



You and 85% of other players convinced the village leader to listen to your proposal.

Choosing sides



You and 50% of other players made disparaging comments about the Gournali government.

Making promises



You and 66% of other players chose NOT to promise compensation to the villages.

Mission accomplished



You and 75% of other players convinced the village leader to postpone the New Year festival.

Finding secrets



You and 86% of other players DID NOT locate and visit the traditional healer's hut.

⏪ BACK



NEXT ⏩

Question

Where could a game work for your learning challenge?



Next gen game trends will shape the future of learning:



Community building



AI-powered Adaptive learning



Continuous engagement

Q&A



Contact us

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