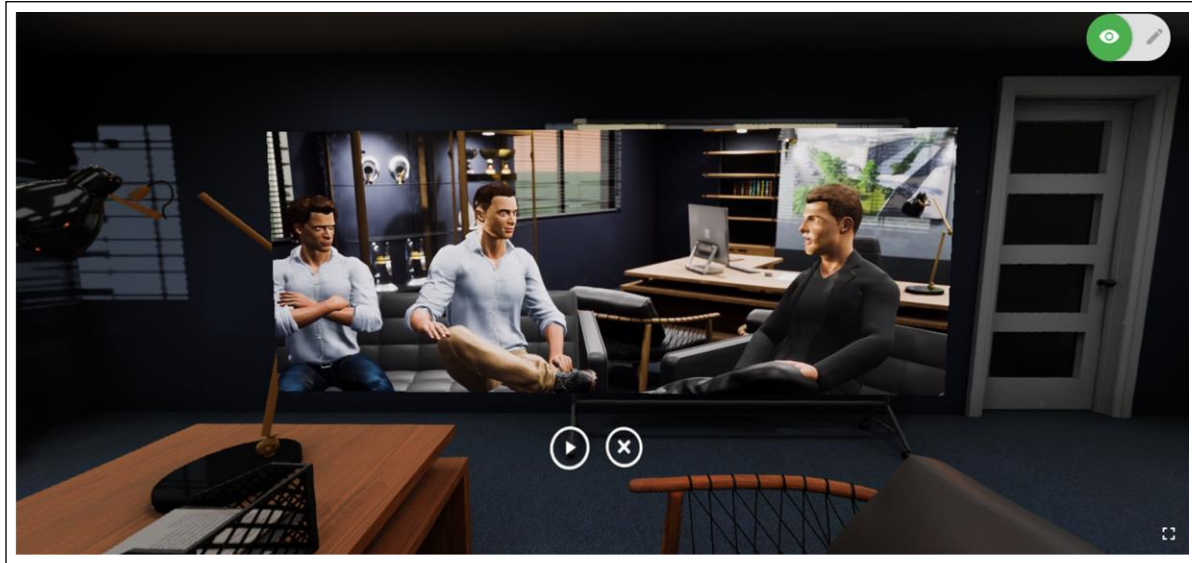


# How Serious Games Based Learning Boosts Corporate Training

Sarjit Singh, Akal Learning Solutions



An interesting and stimulating learning environment plays a huge role in any form of a learning process. The more interesting the process made, the better is the subject-matter understood and grasped. This is true for corporate training as well. It is precisely where modern learning methods like serious games based training score over traditional learning methods.

## Is it same as gamification?

Basically, they are more or less the same thing. They are slightly different versions of the same learning methodology which is based on using games to impart knowledge or new skills. They try to offer corporate training to the employees in a more relaxed and fun environment that uses interesting and stimulating games as the learning platform or methodology.

Some argue that serious game-based learning is less entertaining as compared to gamification. However, we must understand that the very nature of corporate training involves quite a serious environment. It includes learning serious things like grasping new corporate concepts and

strategies as well as acquiring new management skills, regardless of how much gamification is used in achieving this objective.

So what advantages serious gamification offers over its traditional counterpart? Let's explore in detail.

## **Boosts greater engagement**

One of the major benefits of using serious games based learning in corporate training is that it encourages students to pay more attention. This, in turn, gets better engagement from the learners. The element of the game adds fun and enjoyment to learning. This obviously results in enhanced focus by the students effortlessly instead of getting distracted by other environmental stimuli.

The stimulating and exciting learning process has a direct impact on the dropout rate of the students. More employees continue with the program until the end and complete it to obtain the certification as compared to the traditional online learning methods. Needless to say, this results in a higher return on investment for the learners.

## **An increased and sustained level of interest**

Gamification adds to the enjoyment of learning and makes it more interesting for the learners. Serious corporate concepts, ideas, and strategies are turned into stimulating and challenging games. They involve more active participation from the employees. This stimulates the participants on an intellectual as well as emotional level.

The game environment is based on a story and corresponding characters that play an important part in it. This brings about an emotional connection of the participants with those characters and they get more deeply involved in the overall proceedings. All of their senses are evoked in this life-like gamified environment. This increases the level of interest and the interest is sustained over a longer period of time.

It keeps the employees interested in the learning program for longer hours without feeling tired or bored. In fact, they often enjoy it so much that they want to keep going beyond the scheduled hours. This is the key

advantage of serious games based learning over old-fashioned classroom or online learning.

## **Sustains learning for a longer period of time**

The games based learning environment has the key concept of offering a multi-sensory experience that closely matches a real-life situation. This has a deeper and more lasting impact on the minds of the learners. Anything that involves all the five senses is more readily absorbed and retained by our subconscious mind.

Any information that is deeply learned by the subconscious mind becomes a part of the long-term memory of the employees. They are able to remember it for a longer period of time and utilize it in the most effective and effortless way whenever needed. This is particularly important in the corporate world as there are times when crucial decisions need to be taken in a challenging and uncertain environment. If you have your groundwork done in your game-based corporate training, right decision making is facilitated to a greater extent.

## **Encourages self-learning and continuous improvement**

Serious game-based training makes employees more or less self-dependent learners. They are the ones who have control over their learning environment. They choose what they want, when and how much they want to learn. They can also decide their own learning speed. This creates an open learning environment where they learn to take more responsibility for their learning process. It keeps them self-motivated to make continuous progress.

## **Creates a stress-free learning environment**

When you add the concept of a game into a serious kind of training such as corporate training, it changes the whole atmosphere at the training center. A more relaxed and fun-filled vibe around the venue effectively reduces the stress level to a great extent. Participants are less nervous and tense. Bite-sized lessons, interactive quizzes, and lessons based on interesting stories, scenarios and plots instill a spirit of light-heartedness into the otherwise stressed out corporate environment.

One of the main beneficial effects of this relaxed training environment is that it promotes an open-minded thinking process which is so crucial in order to promote creativity. Participants are involved in more out-of-the-box thinking that leads to effective problem-solving.

Needless to say, this easy-going and fun environment also facilitates more effective stress-management. This leads to more peaceful minds working together. Participants feel more positive connections with each other and a more fruitful process of communication leads to better team performance. Overall the stress-free environment brings a general sense of well-being among the participants which they carry with them in their corporate as well as normal day to day life.

## **Conclusion**

As you can see, the serious games based corporate training program has many advantages over traditional learning methods. Participants enjoy the training more and complete it without quitting midway. They are more active participants and stay motivated to keep learning more as the training has a positive impact on their minds. Using the serious game-based approach to corporate training has the potential to bring the best out of your employees. They will be able to excel not only in their work environment but will also take the experience into their personal life to grow as better individuals.