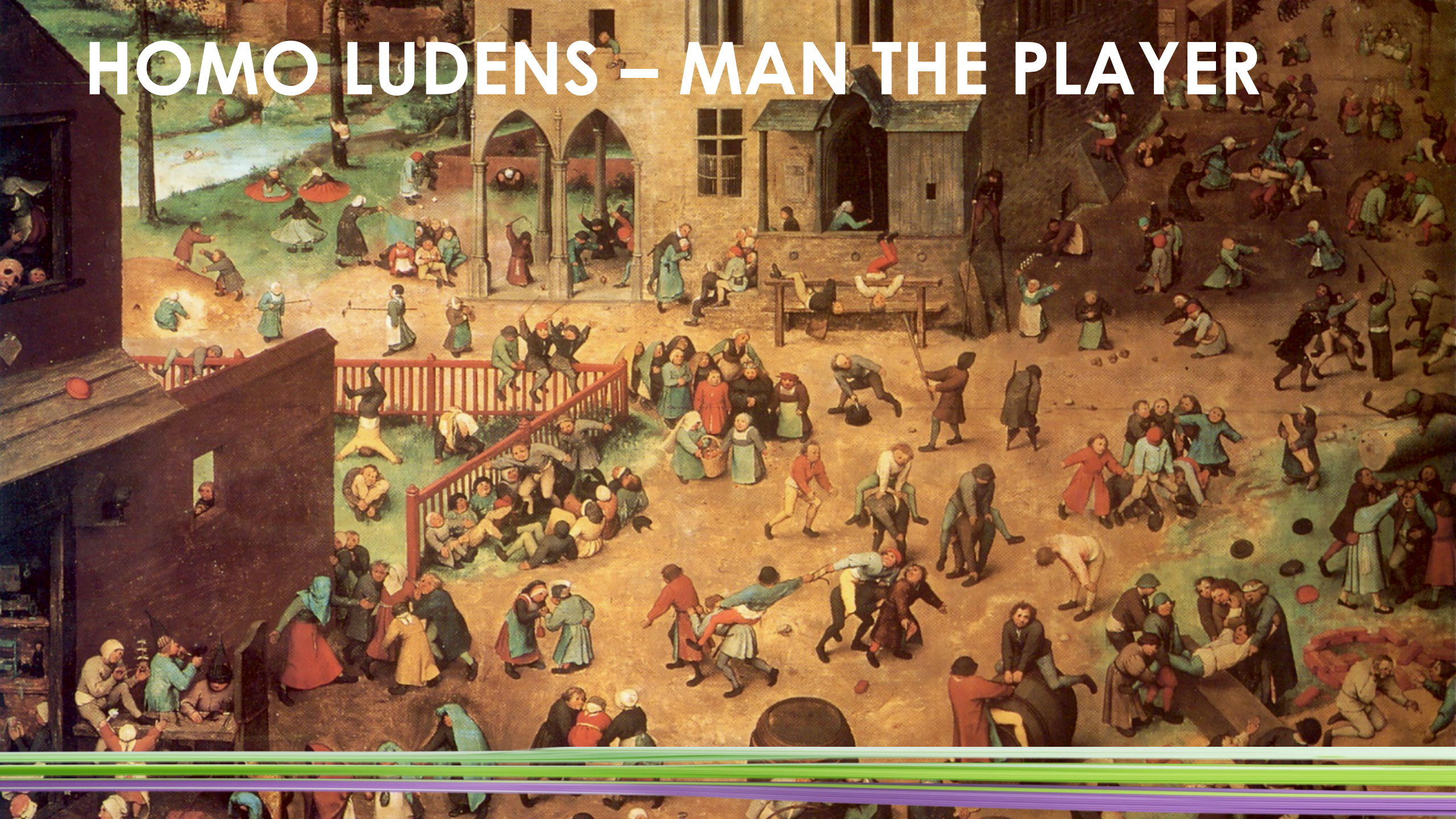




GAMES & LEARNING HACKING THE BRAINS



HOMO LUDENS – MAN THE PLAYER



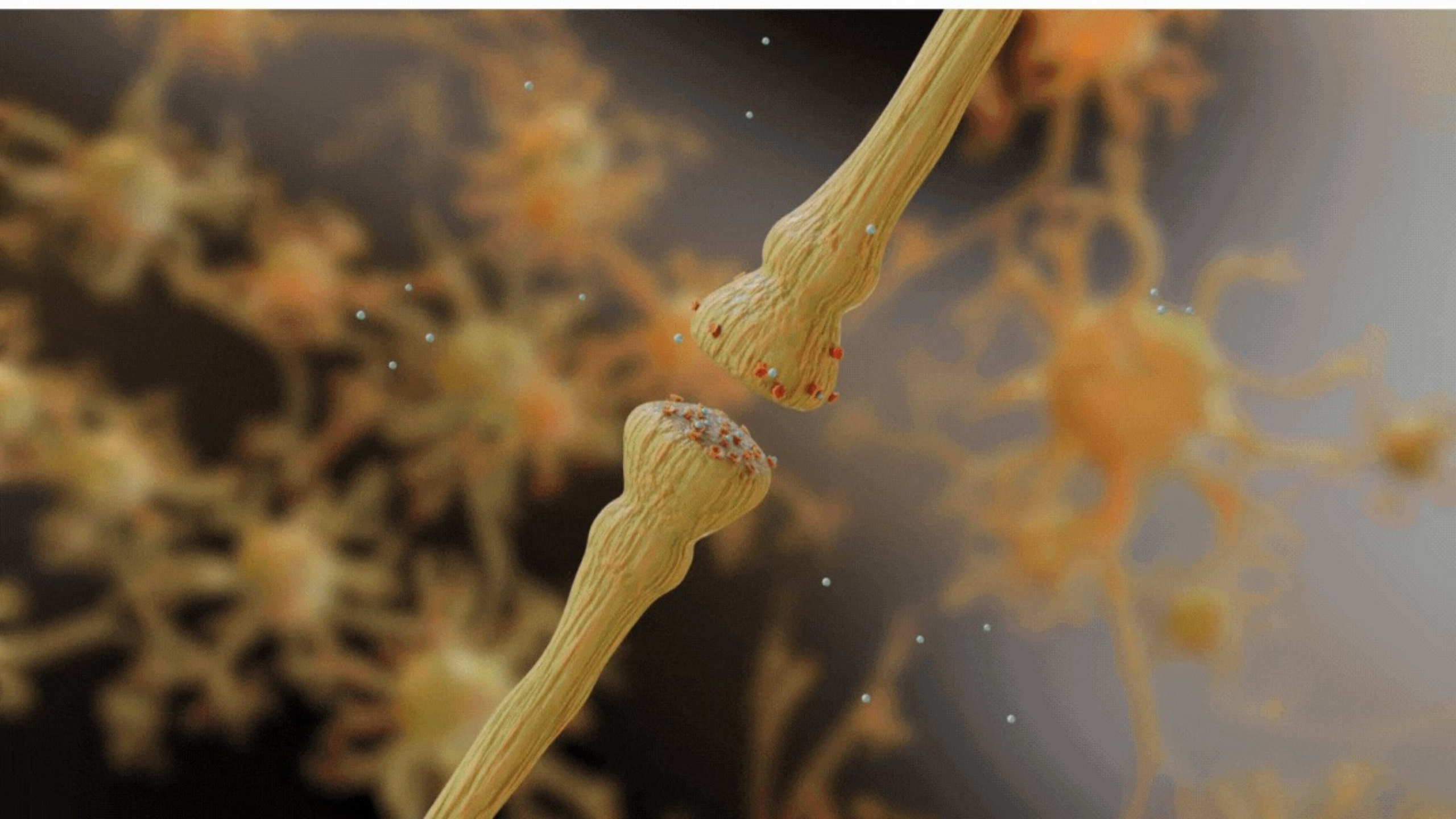


GAMIFICATION

VS

GAME BASED LEARNING





“Identifying a direct connection between the stimulation of neural circuits and gameplay is a key step in unlocking the potential for game-based tools to inspire positive behaviour and improve health”

PH.D B.KNUTSON – STANFORD UNIVERSITY



DOPAMINE

When you are surpriced.
Driving force of learning
associations an realeases brain
loads.



DEVELOP MINI CASE



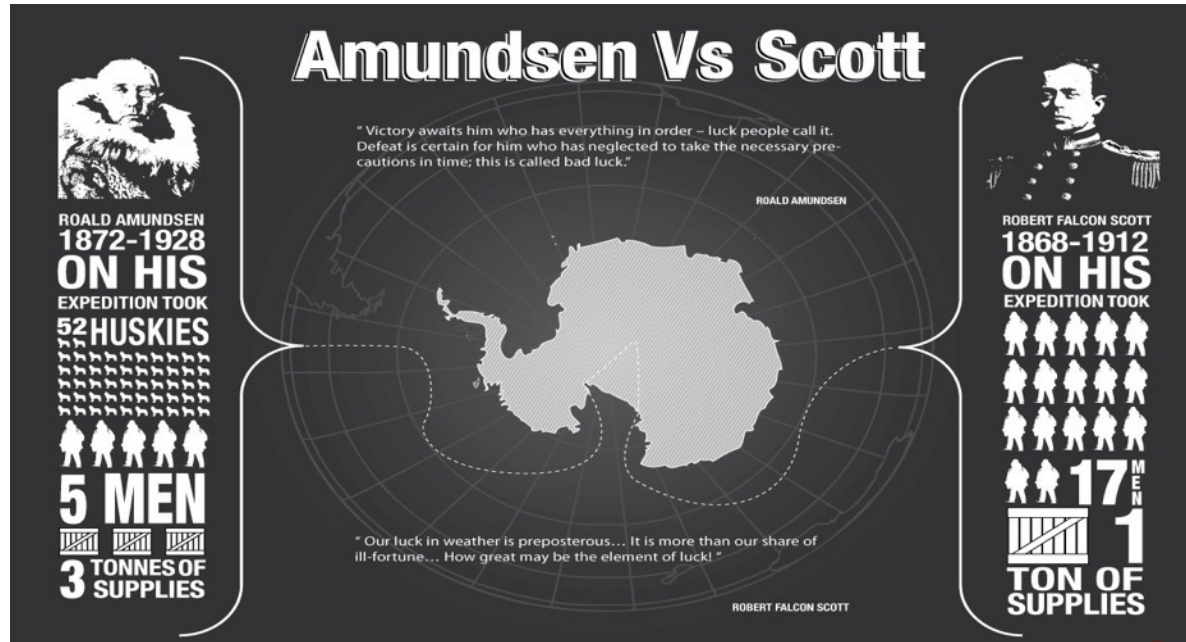
3 separate teams with individual goals
Plot twist: ultimate goal
From competition to co-opetition

OXYTOCIN

Forge connections with everyone
we meet.
They don't even have to be real
people!



DEVELOP MINI CASE



Great stories to support engagement and learning!

DEVELOP MINI CASE

TRUE MANAGER

16:30
26/01

Pracownicy
Ranking

Pauza
Biblioteka
Ustawienia
Wyloguj

27 STY - Konferencja z klientami
Ważne wydarzenie dla całej firmy i Twojego działu. Duże spotkanie promocyjne z klientami.

1 0 0 0 1

SEROTONIN

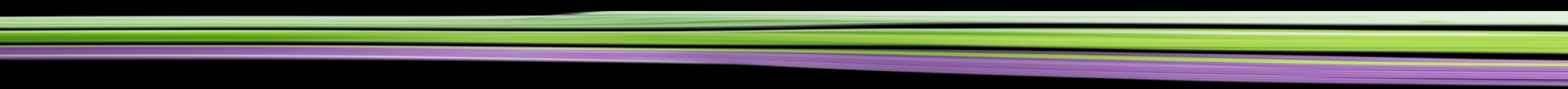
Axious and unhappy or balanced
and content?

Giving people Chance to feel
significant!



DEVELOPER MINI CASE

BASED ON A
TRUE STORY



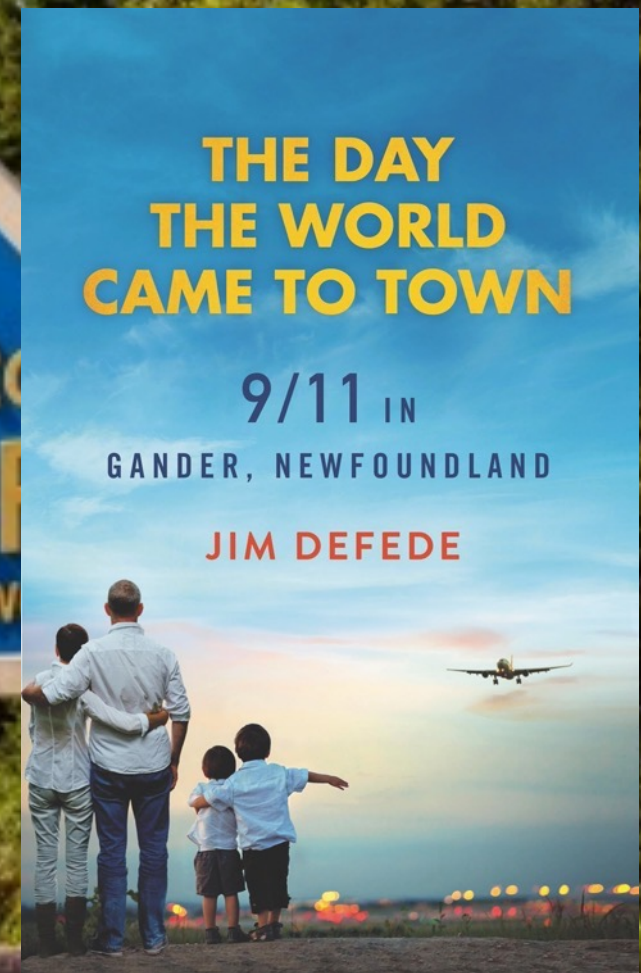


11 SEPTEMBER 2001

10 INHABITANTS

38 AIRPLANES

TOTAL 6595 PASSENGERS



ENDORPHINS

Achieving something you didn't think possible, you feel euphoric
No achievement no fun!



DEVELOP MINI CASE



75%

WIN



85%

**GREAT
WIN**



90%

**EPIC
WIN**

CORTISOL

Stress hormon

High levels force brain to survival
mode distracting from learning

Use mood management



WHAT IS THE MOST STRESSFUL PART OF THE TRAINING?



DEVELOP MINI CASE

- Pre created characters for whole training
- Role plays are far easier!



Igor - 50 years old - Sales Manager

Igor has just turned 50, but his energy is the envy of many 30-year-olds. He is a happy father of two teenage daughters who gave him a hard time during their adolescence and added gray hair. At work he is the locomotive pulling the company's sales forward and managing the sales team based on results.

Challenge:

His challenge is an ambitious "war" with the marketing department, on the issue of promotional actions, which Igor in his opinion has been winning for years. He is annoyed that recently his colleague, the Marketing Manager, was included in a project group working on a secret, innovative solution, and unfortunately he was left out, despite the fact that the voice of sales should be crucial in every project! Anyway, after so many years in the company, he simply deserved it, so he occasionally teases his colleague at management meetings. She is not indebted to him either...

DEVELOP



Yovita - 39 years old - Marketing Manager

Yovita is an eternal optimist with a positive attitude to people and the world. If she did not work in business, she would probably perform on stage and give vent to her artistic energy. Many years ago, she even tried her hand at one of the music shows, but she dropped out.

Challenge:

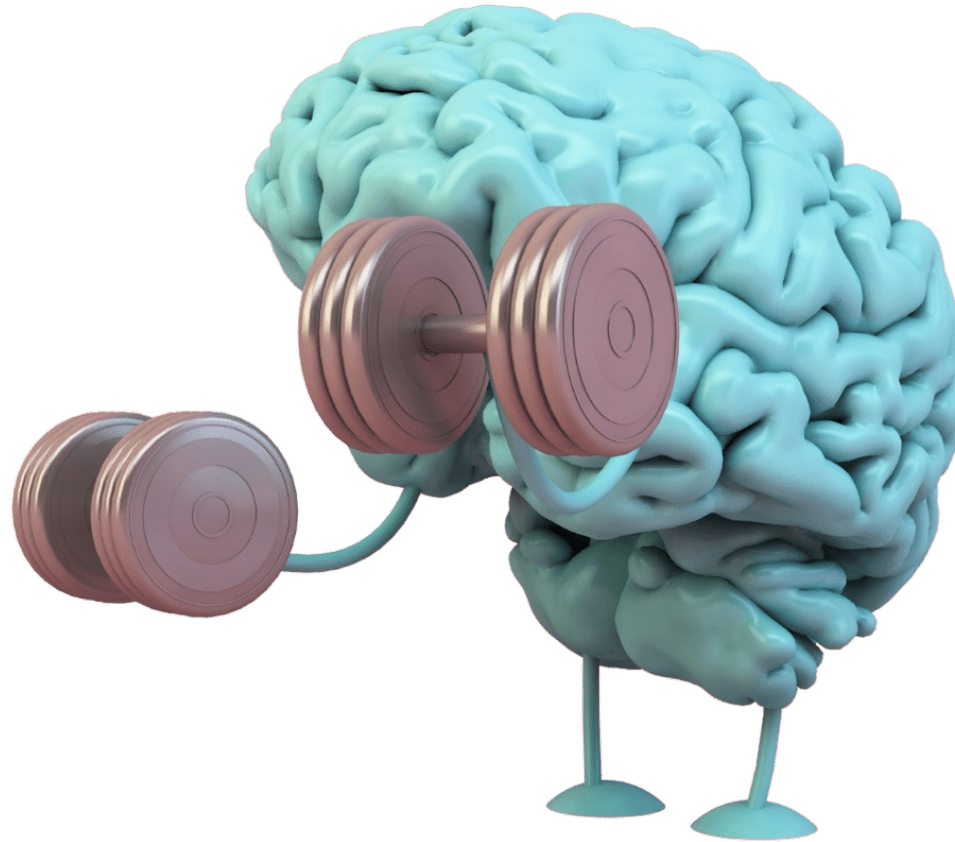
Her challenge has been a growing conflict with the sales department for months in the context of promotional campaigns for new products. It sparked even more recently between her and the Sales Manager when she was included in a new secret company project and he was not. She had no objection to him being on the team as well, as he is an experienced guy, but the CEO's decision was different. The Sales Manager, unfortunately, in management meetings, "pins her down" almost every time she speaks up, as if it was her fault. A few times in these situations she decided to cut a colleague off and it got uncool.

DEVELOP

TRADITIONAL LEARNING AND GAME-BASED LEARNING



PLAYING GAMES KEEPS THE BRAIN FIT!



+30%

Games are making our training
(and life) better!

