



PLAYING TO WIN

Gamification and Serious Games
in Organizational Learning

551 people completed
the survey

+ 25%
use gamification
in learning

20%
use serious games
in learning



GAMIFICATION

is the integration of game characteristics and mechanics into a real-world training program or task to promote change in behavior. Gamification is often used to motivate and engage people.



SIMULATIONS

are often software-based applications that serve as a representation of a process, event, location, or situation.



GAMES

are systems in which players engage in various ways toward a common goal or win state. Games often include a storyline, rules, interactivity, and feedback that result in a quantifiable outcome.



SERIOUS GAMES

are simulations that have added elements of games such as story, goals, feedback, and play.



ORGANIZATIONS PREFER TO DESIGN GAMIFICATION AND SERIOUS GAMES INTERNALLY



Rely on internal learning staff to design applications



TOP APPLICATIONS OF GAMIFICATION

Employee training (i.e., it's included in standard learning programs for all employees) **49%**

New employee orientation/onboarding **43%**

High-potential employee development programs **34%**

TOP APPLICATIONS OF SERIOUS GAMES



PARTICIPANTS SAY THAT GAMIFICATION AND SERIOUS GAMES IMPROVED LEARNING OUTCOMES TO A HIGH EXTENT

