OSOSIM

How can **games** make learning more **engaging** and **rewarding** for your team?

Table of Contents

03
What makes games so engaging?

05
The power of virtual learning

06
Building financial and business acumen

07
Visible Value - A case study

08
Participant feedback

09
A message from the OSOSIM team

What makes games so engaging?

To fully engage participants in digital learning experiences, they must be easy to use, memorable and fun, as well as deliver on learning and create long-term change.

We spoke to user experience and user interface expert Nat Al-Tahhan about why games are such a brilliant vehicle for learning.

"Fun is not the opposite of serious. It's the opposite of boring.

If you are trying to teach something, you want it to be fun, enjoyable and for your employees to have a good experience.

If we think back to who we learnt best from at school, it was the teachers who made things fun. Who were so engaging and passionate that their enthusiasm inspired us. As young children, playing and fun was a vehicle for learning. Yet with the huge explosion of the games industry, it seems that somehow along the way our culture has decided that games are just about entertainment. But they can be about learning too and we can use games to enhance learning. When people have to do something and we want them to enjoy it, a game can be a perfect approach.

Games have an advantage because they are much more engaging than other methods of learning.

There's a reason why some of the oldest human artefacts are games of some description. It's in our nature to learn very well as we play. It's mostly to do with harnessing the reward system and psychology – what you did was good, so here is a reward. That makes the brain want to repeat the activity and associate it with positive emotions.

Many companies and organisations realise that games are really powerful. You could give employees some slides to read and a quiz to complete to demonstrate their learning. But how much more engaging would it be to be asked to play a game, such as growing plants in your biodome in space, unlocking new plants or tools by completing learning tasks?

Of course, a game isn't always the right answer. There may be a better vehicle to meet your goal or your budget requirements. But increasingly, there is a way to incorporate games or elements of games into many things. Think about Fitbit. They want you to do more exercise and

become healthier, but they have enhanced the experience with reward and gamification by giving you badges for achievements, presenting data in a very visual way, and creating stars and fireworks for when you hit your goal.

The wiring in our brains is to learn well through fun and enjoyment.

Over the past five years, I have already seen a huge change in understanding that games can be so much more than just entertainment and can work really well for learning. Games can be the learning itself, or they can be part of encouraging the user to complete the learning. You see this in children's academic apps – answer the five maths questions for today and unlock time to play the super-fun potion-mixing game with your wizard.

For business learning, the game should be meaningfully integrated with the learning, so that learning, development and fun are all linked to effort and performance. These types of games have huge longevity for learning as well, as you can regularly introduce new learning modules, which could unlock new aspects of the game.

Including users in game development is a great opportunity. As a learner, having agency over your learning and development makes you put more effort in. That's where the whole concept of personalised learning has come from. If we put people in charge of their own learning, not only do they have more control, but they also take more responsibility.

Users can be involved in elements of the visual design and/or the functionality. The more you can co-design or allow personalisation, the more invested users will be in completing the learning. They feel part of the process and encouraged to complete the learning because it has been tailored to their own learning preferences. For example, at the beginning of a learning experience, you could choose an assistant to help you through the scenario you are facing. This helps build buy-in right from the start and creates emotional attachment, as the learner has directly chosen the desired assistant.

For most employees, B2C software and apps can be a huge part of their life. Whether it's networking online, checking their internet banking, or even playing games, these apps have a great user experience and look amazing. To me, B2B software should be no different. I do hope we are heading in the direction of creating engaging, enjoyable and immersive learning experiences for business audiences as well."

At Ososim we were thrilled to work with Nat to integrate her experience and best practice to continually improve our simulations and the experiences they provide our clients.

Working in over 85 countries with major global companies, as well as government institutions, leading business schools and non-profit organisations, our digital learning experiences enable individuals, teams and companies to perform at their best.

To find out more about our highly engaging business simulations please contact us at info@ososim.com.

The power of virtual learning

Virtual learning, v learning, eLearning, simulation learning: however you refer to it, is perfectly positioned to support the demands of a rapidly evolving, fast-paced working world. As more organisations grapple with hybrid working and the challenges of engaging, retaining, and upskilling their workforce, virtual learning presents a cost-effective, and practical solution, with many benefits.

1

Level playing field

Every personality is allowed an equal share of voice.

2

Learning is embedded

Personal debrief and reflection points enable individuals to see the impact of their decisions.

3

Learning is more agile

Events can be created and delivered in a matter of weeks, with organisations experiencing the benefits faster.

4

Engaging, competitive and fun

Competing against other teams adds engagement and fun, with teams keen to top the leaderboard.

5

Smaller groups = higher engagement

Smaller groups encourage cooperation and participation.

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BUILDING FINANCIAL AND BUSINESS ACUMEN

Developing core business and financial skills for all employees of a company can dramatically improve bottom-line results and performance metrics.

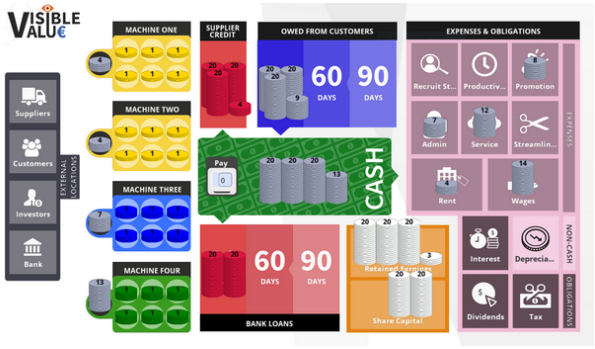
Experiential financial learning helps participants to understand the bigger picture of what drives business outcomes. It breaks down barriers between functions and allows every individual to understand how they can each impact overall business results.

Frequently perceived as a dry and intimidating topic, simulation games bring financial training to life and make it fun and engaging.

Numbers are no longer off-putting.

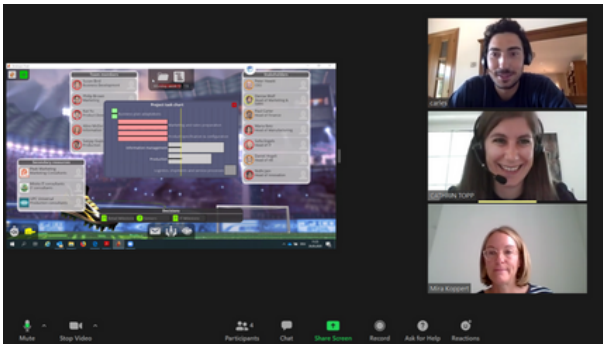
Instead, the hands-on nature of a simulation turns them into a tool to be used and mastered. A challenge to be accepted and an accomplishment achieved.

To bring to life the fundamental financial principles and drivers of business performance in a digital world, Ososim has partnered with ProfitAbility Business Simulations to create the Visible Value simulation.



During a session, participants are divided into small teams to run simulated companies competing with each other on a market. Each business is represented on a digital board with cash, products and debt represented by coloured coins. Managers can see with clarity the business' profit, cash and assets laid out in front of them and the impact of any decision they make on these items.

Completing financial statements such as the Profit and Loss Account and the Balance Sheet turns into a transparent process of reading stacks of coins from the board. Thanks to the simulation, the origin and relationship between these numbers become obvious.



Small team discussions enable participants from different functions to cooperate together and align their varying perspectives in order to make decisions for the business. Competition between teams brings a healthy challenge and fun energy to the market dynamics.

Teams must not only make sound business decisions but also recognise different market strategies and selling tactics to succeed.

"The session was an eye opener for me on financial topics, such as the impact of my actions on the company's balance sheet. I am using these learnings in my projections and current planning to assess and understand broader perspectives from the entire business."

CASE STUDY

A MEDICAL TECHNOLOGY COMPANY USING VISIBLE VALUE

A medical technology company is currently using Visible Value to improve the financial understanding and business skills of their middle managers across Europe, the Middle East and Africa. This client runs virtual sessions over two half days for a total of 9 contact hours. The course brings together employees from Sales, Marketing, HR, Legal and other central functions. Such a successful initiative, courses have become oversubscribed and further sessions have been requested to expand the reach of the training to more functions and levels.

Training is supported by presentations from corporate finance to link the learnings directly to the company's own financial statements and metrics. Follow-up calls encourage participants to share real examples of applying the learning across the business, further embedding best practices and sustaining the positive impact.

Participant feedback

When asked "How would you describe how you feel at the end of this session?" Ososim were given the following feedback...

I think the delivery of the content is the best format I have ever experienced. Great way to ensure transfer of knowledge. AND Incredibly fun! Making it fun, makes you bolder so you can step out of your comfort zone.

- Daniele

Very interactive and dynamic sessions, worked really well even though the training was online.

- Gulnara

Everything was great!

- Mustafa

Everything was well prepared and [the] simulation was amazing to have a better understanding.

- Tereza

I found the training very useful and interesting. It illustrates very good how market works in reality. When you are not a 'business' employee you know that in theory, but to see in reality is much more interesting.

- Eugenia

84% of respondents would recommend their course to a friend or colleague.

A message from OSOSIM

Ososim is led by a team of experienced, diverse and inquisitive people who are passionate about the impact that effective learning, enabled by technology, can have on individuals, companies and the community.

We support our clients by bringing together experts from the worlds of gaming technology, artificial intelligence, neuroscience, learning design, organisational behaviour and corporate learning.

We work hard to assist individuals, teams and businesses to unlock their true potential. Through world-class virtual simulation learning, we deliver heightened performance, self-awareness, new habits., competencies and confidence.

Our team are experts in their field, who bring vastly diverse business acumen and experience.

Innovative business simulations that enables individuals, teams and companies to perform at their best.

Discover how business simulation games can benefit your organisation.

Contact us to book a discovery call today.

OSOSIM
LEARNING BROUGHT TO LIFE

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