

# Gamification of E-Learning



One of the greatest challenges facing learning & development professionals in today's market is fully engaging the target audience in the learning process – an audience that now includes a younger workforce which has ideas about learning that may not coincide with our traditional learning methodologies.

In response to new workforce demographics, new learning and development trends are indeed evolving, and we are seeing exciting new opportunities. The emergence of social media is one example. But perhaps the most intriguing new development is the gamification of e-learning. Gamification is an increasingly important platform because it forces learners to engage.

Boomers and Gen Xers have been brought up with content learning as the usual approach. But the generation Y crowd has acquired a verifiably different set of skills, and they learn contextually. Many learning practitioners don't understand how this new workforce wants to learn – but they will need to if they want future engagement.

The Generation Y crowd is the new generation of employees who are changing the way corporate learning is conducted. They are socially networked, have interacted with videogames since childhood and their expectations are vastly increased when it comes to how they communicate and interact with employers. When you introduce game play and competition it starts to get interesting for this generation of learners and they will want to engage.

Like Flight Simulators, game-based learning experiences achieve some of the highest levels of participation and lasting behavior change. So, just as nearly every marketer employs social media in some capacity, so too will games become a part of the fabric of learning and business development.

The introduction of games to your business ...

- Supports the basic premise that you learn by doing
- Creates awareness, transforms the employee mindset, and changes behaviors
- Covers not only learning scenarios, but also the transfer of goals and values
- Increases employee engagement and thus, creates a visible path directly to 'return on investment'.
- Offers increased and nuanced learning and participation metrics

Finally, games and sims are driven and built around data, so companies who use them get great feedback which helps them see which employee's 'get it', which ones don't, and who the 'rising stars' are.

Consultancy Matters is working with leading electronic game developers in the Financial Services arena to help drive this evolution of our learning market. We hope to stay at the leading edge of change and be able to share new developments and attract new participants as part of our practice.

For more information about Gamification, please contact Keith Waitt in the USA or Maddy Robinshaw in the UK.

[keith.waitt@consultancymatters.com](mailto:keith.waitt@consultancymatters.com) +1 646 449 0706

[maddy.robinshaw@consultancymatters.com](mailto:maddy.robinshaw@consultancymatters.com) +44 (0) 1367 244417