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Corporate e-Learning and gamification: which games to choose?

More and more companies are opting to use a gamification strategy in their online courses. What are the most useful games for corporate training?

We have talked several times about gamification and its advantages. The success of this strategy results not only in better learning of the trainees but also in a higher engagement and connection with the company values. This allows for a more proactive attitude and encourages social connections within the company.

Gamification can be used in a wide range of business areas. While it is a really effective tool for employee engagement, it is also a great ally in the **onboarding process**. In addition, playfulness allows you to improve skills and competencies such as leadership or to create a compliance training process.

On a practical level, when you decide to apply gamification to e-Learning and business context, one of the first questions that arise is: which game to choose? In reality, there is no single answer to this question. There are different categories of games. An example are the so-called "**strategy games**" in which the player has to make decisions in order to level up and reach the final goal. In this case, it may be the most suitable choice to test an employee's decision-making and problem solving skills.

Then there are the famous **action games** in which the player's reaction ability is tested to defeat enemies. In this case, the advantage of this type of games is that they are able to stimulate a high level of engagement in the players.

Another category of games is that of the so-called "**adventure games**" in which the player must explore the world in which he is located and move forward by solving tests in order to complete the mission. In this case, gamification is mainly based on the narration of a story and the solving of a series of puzzles to complete the e-Learning path.

Another rather widespread structure of video game, finally, is that of "**role-playing**" in which each player takes on the role of a character and his choices, added to those of others, are able to build the narrative or modify it. This is a type that promotes engagement and pushes the player to make decisions.

The list of possibilities is quite long. Each category of game (or combination thereof) has advantages in and of itself and for online learning. The starting point is just that: outlining the main goal. What learning goals does the company have?

That's not all. Another fundamental element in choosing the most suitable game is to know the target audience in depth (millenials? seniors? new hires?). Only in this way, in fact, is it possible to identify the categories of game able to promote engagement and to know the main motivators of those who participate in training.

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