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Gamification: benefits at company level

What are the main benefits that are convincing more and more companies to "gamify" corporate training?

The use of **gamification** in the eLearning sector shows a wide range of **benefits** every day. This principle applies equally to corporate training. Although work is a 'serious matter', this does not mean that introducing playful elements into training in any way detracts from it. On the contrary, for several years now, gamification has been used in company training courses (and not only) in order to improve the skills and productivity of employees.

Let's take a closer look at the main benefits that are convincing more and more companies to gamified corporate training:

1. Improving skills

Gamification, as is generally the case in eLearning, **improves learning** and increases trainee engagement. The game provides an extra incentive to store new skills that can be put to use immediately in your company. Levels, challenges, leaderboards and rewards in the form of instant feedback, badges and fun, allow you to improve your learning objectives further.

2. Stimulate (positive) competitiveness

Games are usually based on rankings. This can be a good starting point to promote productivity and a positive 'friendly competition' among workers. Be careful, however, not to create discord among employees or the results may cause not only damage to the company but also to the well-being of the trainees. Creating intermediate rewards and categories according to hierarchies and sectors can avoid promoting toxic competition.

3. Training managers

Company training concerns all hierarchical levels, including managers. Here again, gamification is a powerful tool to put company leaders in real-life situations (another valid strategy is scenario-based eLearning) and at the same time playful. This will allow them to test their communication, negotiation, time management and problem solving skills.

4. Assessing potential candidates

Gamification is not only useful for improving the skills of those already in the company. Lately, it is also being used to screen and test potential candidates before they go for an interview. A gamification application can be used to analyse the working, reaction and problem-solving skills of potential candidates.

5. Improving the physical well-being of employees

In some companies, gamification is used to improve the physical (and therefore psychological) well-being of employees. How much time do they spend sitting in front of the computer or in tiring positions? Usually a lot. Through small daily challenges, employees can be encouraged to walk or stretch during their breaks or after their lunch break, so that they don't forget that physical wellbeing is important both personally and at work.

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