

What's Next in Employee Learning: Games!

JULY 6th, 2017

coursera for Business

SPEAKERS



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What is Coursera?

The global leader in online education
from the world's top universities.

Yale



Duke
UNIVERSITY



20 million registered
Coursera learners



4.2 million
course completions



140 partner institutions



1,900 courses



10+ languages



35%

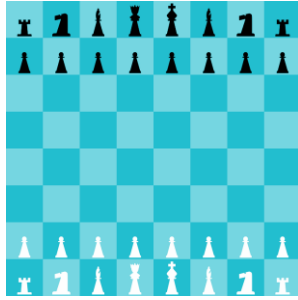
A photograph of a man and a woman working together at a desk. The woman, on the left, has long blonde hair and is leaning over the desk, pointing at a tablet. The man, on the right, has short brown hair and is sitting at the desk, looking at the tablet and smiling. The desk is cluttered with various office supplies, including pens, pencils, and a mouse. The background is a plain wall with a door handle visible on the left. The entire image is overlaid with a semi-transparent orange-red gradient.

Why games matter?



What is the difference between
gamification and games?

Games vs gamification





How can we translate from games designed purely for entertainment to a serious context?

A photograph of a middle-aged man with a shaved head, smiling at the camera. He is sitting at a desk in what appears to be an office or library setting, with large windows in the background. On the desk, there is a laptop, a pen holder with several pens, and a mug. The entire image is covered with a semi-transparent purple gradient. Overlaid on the left side of the image is the text "What are the key elements of games that sync with a successful learning program?" in a white, sans-serif font.

What are the key elements of games that sync with a successful learning program?

Impact of simulations and games in adult learners



14% higher in
skill-based
knowledge
assessments



11% higher in
terms of
factual
knowledge

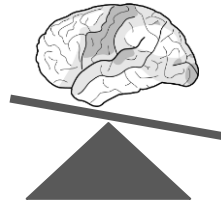


9% increase in
retention rate

To help someone learn you need to...



Tap motivation



Balance
cognitive load



Provide relevant
practice



Give specific, timely
feedback

To help someone remember you need to....



Provide spaced
repetitions



Generate emotion

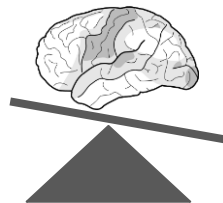


Use stories

Games tap the same elements we need to learn and remember



LOTS of ways
games motivate



Several load-
balancing tools



Challenges, rules
enable relevant
practice



Feedback in games is
continuous



Replayability of games
provides spaced
repetition



The “fun” in games
triggers emotions



Themes and stories
provide hooks


A woman with short blonde hair, wearing a dark blazer, is smiling and sitting at a white desk in a modern office. She is typing on a laptop. The office has large windows, potted plants, and other people in the background. The entire image is overlaid with a semi-transparent green filter.

How can employers incorporate these concepts into their learning programs?

Examples of game activities ppl find “fun”	Why it engages us	Implications for work/learning games
<ul style="list-style-type: none"> ● Achieving a goal. ● Overcoming a challenge 	<p>Satisfaction of overcoming something hard (but not too hard)</p> <p>Pleasure of achievement</p>	<p>Goals are everywhere in the work world as are challenges (managing limited resources, budgets, etc.)</p>
<ul style="list-style-type: none"> ● Earning title of “winner” 	<p>Pleasure of recognition</p>	<p>EEs who feel valued also tend to report feeling “engaged” at work</p>
<ul style="list-style-type: none"> ● Collect, explore, escape 	<p>Mental activity keeps us from feeling bored</p>	<p>Mental involvement essential to learning</p>
<ul style="list-style-type: none"> ● Collaborating to figure out a challenge 	<p>Fulfills desire to feel valued and part of a group</p>	<p>Learning games lend themselves well to cooperative play; builds collaborative behaviors needed in workplace</p>

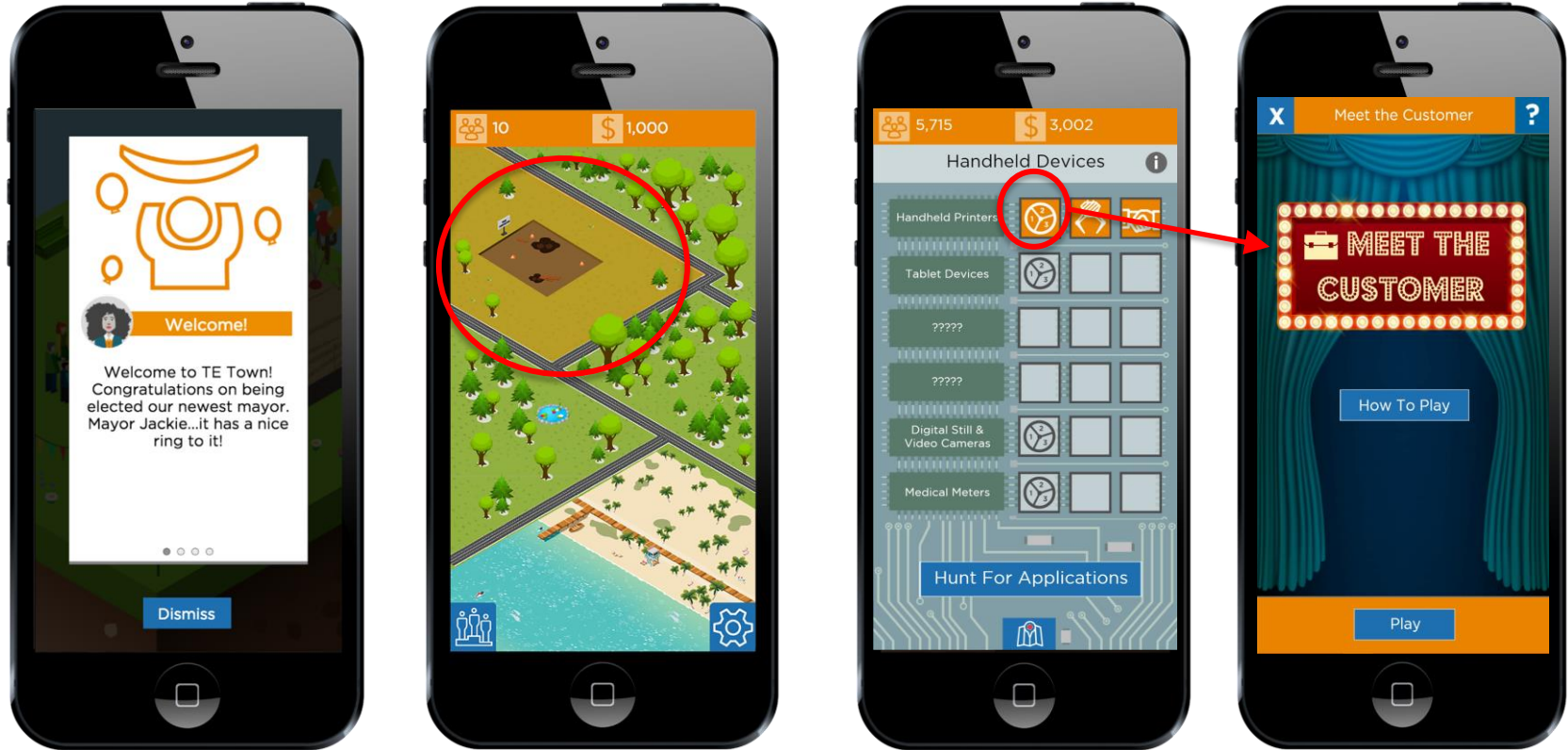
Cognitive Skill	Example Behaviors	Game Types
1 - Knowledge	Recognize, identify	Quiz-style, arcade-style, game-show style games
2 - Comprehension	Explain, describe	Quiz-style, collection, exploration games, storytelling games
3 - Application	Use, choose	Story- or scenario-based quiz games, matching games, role-playing games, decision games involving scenarios, simulations
4 - Analysis	Compare, categorize, classify	Strategy games
5 - Synthesis	Compile, create, estimate	Building games, simulations
6 - Evaluation	Decide, prioritize, justify	Simulations, role-playing games

Modified from *Play to Learn: Everything You Need to Know to Design Effective Learning Games* by Sharon Boller, Karl Kapp (ATD Press, 2017)

A person is shown from the chest up, holding a tablet computer. The image is heavily overlaid with a semi-transparent green filter. The person's hands are visible, interacting with the tablet screen. The background is blurred, suggesting an office or classroom setting.

What companies have successfully
incorporated games into their learning
programs?

Learning Game Example – Sales Reps: TE Town



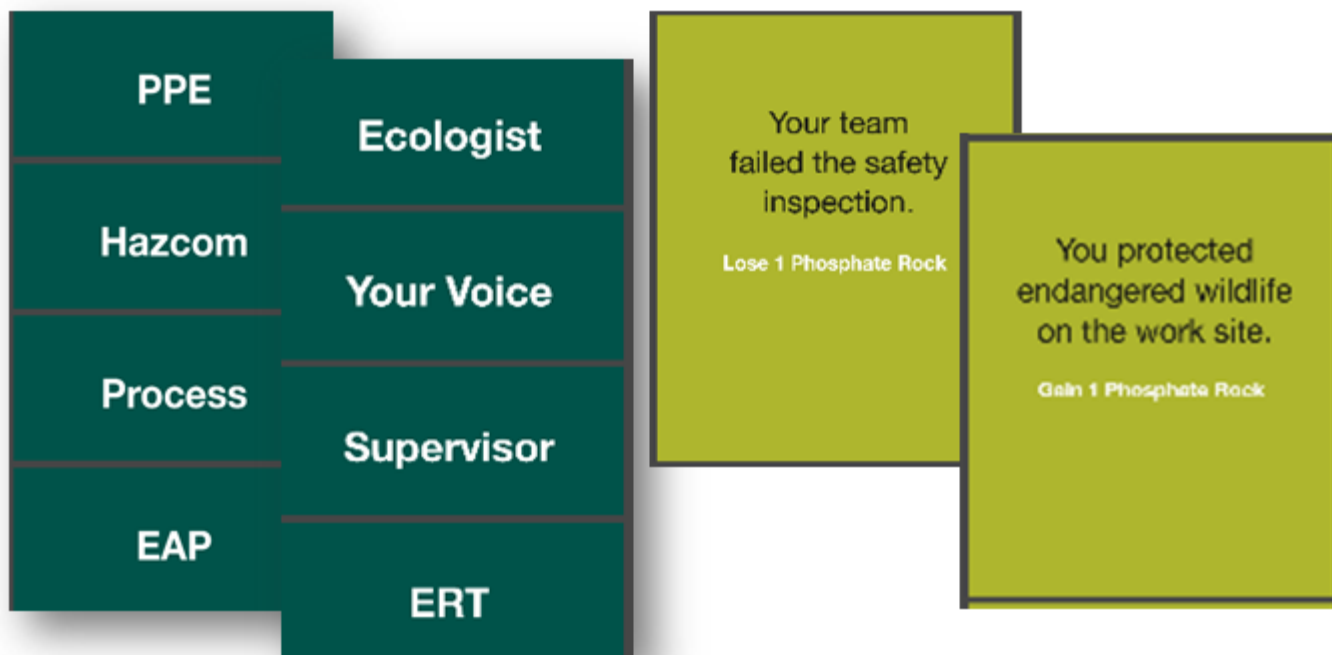
Learning Game Example – All Employees: Feed the World

1. **Game Goal:** Work together to feed an ever-increasing world population, achieving production goals each year.
2. **Learning Goal:** reinforce all the safety steps and environmental protection steps taught during the previous 3.5 days of a NEO workshop.



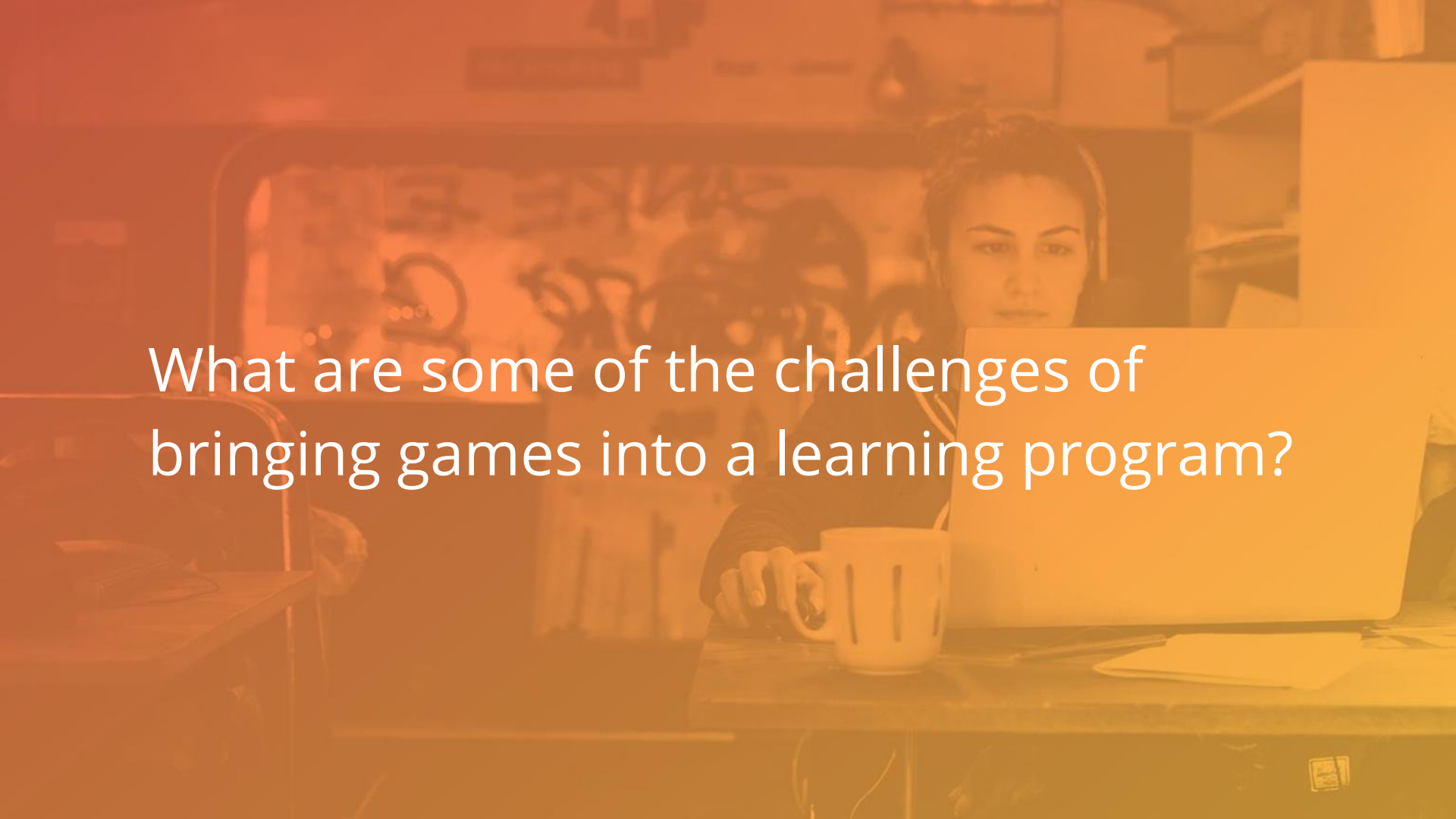


Game play consists of four "rounds" with 7 turns to a round. Each round equates to 1 year of time. # of people to feed each year increases to match real-world increases. The 7 turns mimic the 7 steps of mine to market process. Play complexity increases in final two rounds.



Resource Cards – Total of 8 resources you can use on each turn. Most turns require 1-2.

Inspector Cards– Reflect “chance” – and can help or hurt your performance. You draw Inspector cards if the Inspector symbol comes up on a die roll.

The background image shows a woman with dark hair tied back, wearing a headset with a microphone. She is sitting at a desk, holding a white mug with both hands. In front of her is a laptop. The background is slightly out of focus, showing other people in what appears to be a classroom or office setting. The entire image has a warm, orange-toned overlay.

What are some of the challenges of
bringing games into a learning program?

Q & A

Read our blog post on Games
<http://bit.ly/2sveTzG>