

Gamified Solutions

From passive to passionate



Corporate learning today battles mighty challenges



Disengagement and Passivity

Traditional training methods can be dry and uninspiring.



Knowledge Retention

Lectures and presentations often result in low knowledge retention.



Motivation and Drive

Learners may struggle to stay motivated throughout lengthy training programs.



Tailoring Learning to Different Needs

One-size-fits-all training doesn't cater to individual learning styles or preferences.



Measuring Learning Outcomes

Tracking the effectiveness of traditional training can be difficult.



Application of Knowledge

Learning doesn't always translate seamlessly into real-world application.

And the costs are mounting



Reduced Productivity

Disengaged and poorly trained employees lead to lost revenue and inefficiency. Studies suggest disengaged employees cost the US economy alone nearly \$350 billion annually.



High Employee Turnover

Employees who are not adequately trained or feel unchallenged are more likely to leave the company. It can cost 6-9 months of an employee's salary to find and train a replacement.



Safety Risks

Improperly trained employees may pose safety hazards to themselves or others. This can lead to accidents, injuries, and potential lawsuits.



Customer Dissatisfaction

Untrained employees may struggle to provide excellent customer service. This can lead to customer dissatisfaction and lost business.



Increased Training Costs

Ineffective training methods may require additional sessions or resources to ensure proper knowledge transfer.



Reduced Innovation

A disengaged workforce is less likely to contribute innovative ideas or solutions. This can hinder a company's ability to adapt and compete in a changing market.

A few companies though are blazing a whole new path

Salesforce



New users faced difficulty mastering Salesforce's complex software platform. So, they developed Trailhead, a gamified learning platform with modules, badges, and leaderboards.

L'Oreal Travel Retail



To effectively train and communicate with geographically dispersed beauty advisors across multiple languages, they developed a mobile gamified app for product knowledge training and knowledge sharing among advisors.

Uber



Their onboarding process utilizes game-like elements to introduce new drivers to the platform. Animated tutorials, interactive elements, and quizzes make learning company policies and procedures more engaging and memorable.

Marriott International



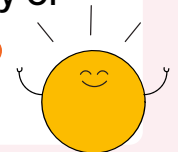
Implemented a gamified sales training program called "M Lab" that uses simulations, quizzes, and role-playing scenarios to help sales associates hone their negotiation skills and product knowledge.

Ernst & Young



Developed a gamified learning platform called "EY Badges" that allows employees to earn badges for completing training modules, participating in social learning activities, and demonstrating specific skills.

“70% of Global 2000 companies use gamification in some way or another.”



Why do these gamified solutions work so well?



Lights Up the Reward Center

Gamification taps into our brain's natural reward system, releasing dopamine for achievements, making learning inherently enjoyable.



Boosts Knowledge Retention

Gamification promotes active participation and spaced repetition, leading to better information recall and knowledge retention.



Unlocks Motivation

Points, badges, leaderboards and storification foster healthy competition and a desire to progress, keeping users engaged and motivated.



Provides Instant Feedback

Gamified systems offer immediate feedback on performance, allowing users to adjust strategies and learn from mistakes quickly.



Makes Learning Fun

Gamified elements transform dry information into interactive experiences, making learning less like a chore and more like a game.

“90% of employees say gamification makes them more productive at work.”



What Gamification can help you solve for



Disengagement and Passivity

Gamification injects fun and interactive elements, fostering active involvement and boosting overall engagement.



Knowledge Retention

Gamification utilizes spaced repetition and active learning strategies, promoting better information recall and long-term knowledge retention.



Motivation and Drive

Gamification introduces points, badges, and leaderboards, fostering healthy competition and a desire to progress, keeping learners motivated and driven.



Tailoring Learning to Different Needs

Gamified learning often allows for personalized learning paths and challenges, catering to different learning needs and enhancing the overall experience.



Measuring Learning Outcomes

Gamified learning often provides built-in analytics and progress tracking, allowing L&D professionals to assess learning outcomes more effectively.



Application of Knowledge

Gamification can create simulated scenarios and practice opportunities, allowing learners to apply their knowledge and skills in a safe and engaging environment.

Gamification goes beyond solving learning challenges though



Onboarding

Traditional onboarding experiences are being reimaged by using gamification fostering a sense of accomplishment, confidence, and team spirit right from the start.



Cascading Culture Elements

Communicating and embedding company culture can be challenging. Gamification can effectively cascade culture elements in a more immersive manner.



Improving Compliance

Compliance training is often seen as a necessary evil. Gamification can reduce boredom and transform it into something engaging and interactive.



Innovation & Problem-Solving

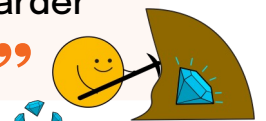
Imagine a platform where employees submit ideas, compete in teams to solve real-world problems, and earn rewards for innovative solutions.



Employee Engagement:

Gamification can be applied for participation in discussions, completing health challenges, or mentoring colleagues fostering a sense of community and motivating participation.

“72% of employees say gamification motivates them to do more tasks and work harder on the job.”



Our clients who have embraced the new paradigm

 **EMIDS**


pwc

 **BASF**
We create chemistry

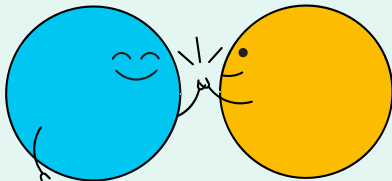
 **HSBC**

IQEQ

 **KHAITAN
& CO**
ADVOCATES
SINCE 1911

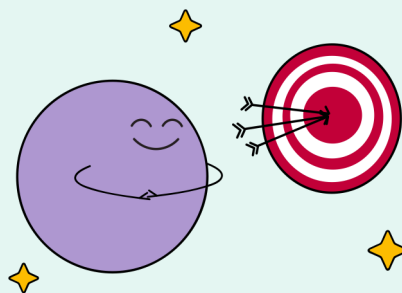
“ The way the first week and month was planned was incredible. It worked as a great transition into the fast-paced corporate world we now find ourselves engulfed in. The team at KCO has put in tremendous effort in welcoming us into the firm and I couldn't be more grateful! ”

“ I felt really connected with my colleagues, even though I have not met most of them. It was an overall excellent experience! ”



Gamification is the powerful new way to solve knotty problems!

Call us today for a free demo



About Us

FocusU Engage is one of India's leading names in the field of learning and OD interventions. The inspiration behind FocusU is a quote from Walt Disney: "Laughter is no enemy to learning".

"To enable people and teams be more through meaningful learning."

This is the mission that has driven us over the years and made us a name that L&D stakeholders across more than a 900+ corporates place their faith on to deliver every single time.

We solve two big problems for our clients.

- Learner engagement: When a learning intervention is not customised, learners are not engaged.
- Application of learning: Without learning transfer, investments on training deliver very less ROI.

We believe one size never fits all. Hence for each engagement, we take time to understand the need deeply. We ask a lot of questions and at times push back against what we think are unrealistic expectations from a training program. But eventually this helps our clients and us arrive at a shared understanding on how we can create tangible impact for the business. Only then do we proceed to designing the learning intervention. And we own it end-to-end in terms of content, delivery, communication and program management.

Our learner-centricity is not an empty promise. We have backed it up from our founding days more than a decade and a half ago, with an unconditional promise to our customers that we call, "Happy or Free."

Every year, we conduct around 1000+ learning workshops – that touch the lives of over 40,000 employees. As our tagline says, we hope to inspire each person we touch to **#BeMore**.



To know more about us, drop
in at: www.focusu.com

We are a very friendly bunch, so do
feel free to reach out to us through:

hello@focusu.com | +91-8882337788
bonzur@focusu.com | +230-59194131

