



The ROI of Game-Based Training

*How Games can Improve
Engagement, Participation,
and Effectiveness*

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Games Can Help Reduce Stress and Ease Anxiety



While our personal and professional lives may have changed the last few years, it's more important than ever to remain connected with our work colleagues and find little ways to enjoy ourselves. We're talking about regular, old-fashioned fun. Who remembers what it's like to have fun during work?

Instead of becoming complacent with never-ending Zoom meetings, it's critical that organizations design training strategies that bring in-office and remote employees together, capture their attention, keep them engaged, and make them into more productive team members.

4. Boosts Innovation and Productivity

Of course, any [game-based learning](#)¹⁰ program needs to meet business objectives and focus on overall improvement. Our employees' successes aren't tied to the amount of work or training they complete, but the quality of what they produce afterward. Gamification gives employees a chance to take a step back from a challenging task to refresh their minds and see things from a new perspective. Once they unlock their creative side and break through any psychological barriers, they're more likely to develop innovative ideas that boost productivity.

➤ Discover Fun Ways to Encourage the Power of Play At Work

Adding an element of play will help promote work engagement and build a culture that makes your employees want to keep working.

To build a fun work environment through game-based learning, consider the following methods:

- Develop games that help employees interact with each other to build lasting relationships.
- Challenge employees with concepts to tap into their creative and problem-solving skills.
- Break up meetings with games to refresh employees' minds and help them see new perspectives.
- Provide incentives that motivate employees to engage and learn.

Whether building a standalone training game or a robust gamification training program, it's essential to develop a strategy that meets your business objectives and improves the overall employee experience.

The Development Process and Lessons Learned



For a young cosmetics brand, it's challenging to ensure that products are known and highlighted in the open-sell environment. [IT Cosmetics](#)¹², a division of L'Oreal and top beauty brand sold at ULTA Beauty, QVC, Sephora, and a variety of other retailers, set out to find creative ways to make fast facts and information available at their educator's fingertips. In 2018 Shannon Pirie Charles, Group Vice President of Education asked, "In an open-sell environment like Sephora and Ulta, education is pivotal and we are constantly asking ourselves...how do we stand out?"



The Journey

-Where IT All Begins -

> The First Steps: Making Decisions

Charles fell into cosmetics training through sales management. But she also has a master's degree in clinical counseling and worked with teen boys diagnosed with ADHD. Not only can she read people well, she knows that in today's TikTok environment people don't have the time or attention span for product lectures. She needed something different to get the educators to click, learn, and stay interested.

Her interviews with a handful of gamification agencies were disappointing. She saw good graphics, but not the level of creative thinking she wanted. She perked up during the last interview on her list with [The Game Agency](#)¹³. With them, she saw a willingness to think outside the box. "I felt like I could rock the boat, push back, and ask to do things differently," Charles said. "When I came up with an idea, I didn't want to hear 'no,' I wanted to hear 'let's try it.'" And try it they did.

She also didn't realize upfront the amount of work needed on IT Cosmetics' end to make their program digital. Charles initially thought they could just give The Game Agency the PDF manual to create the EDU document. However, in the lipstick category alone, there were 12 lipsticks and every color needed different photos and coding.

In rolling out the program, IT Cosmetics rerouted all information requests coming via phone and email to the LMS. Charles said it's important to model the behavior she wants by asking educators if they've checked the LMS when they have a question.

Moving Into the Future With Gamified Training

While this LMS was in the works before the pandemic, it's even more useful now due to the transition to remote work. [The Motivate Cloud](#)¹⁵ platform educates, activates, and celebrates employees making it especially helpful for those newer in the job or who work in a more remote area. Charles says, "The feedback is phenomenal both internally and among IT Cosmetics's sister companies," who are looking for their own custom experiences. Gamified training is the wave of the future.

Training Software & a Gamification Platform All-in-One

The Training Arcade® offers everything you need to create online training games rapidly and easily.

The Training Arcade® is a game builder and gamification software with a library of [10 online training games](#)¹⁶ (including the only officially licensed JEOPARDY!® and Wheel of Fortune® game for training, education, and events).

Our gamification platform, Arcades™, includes all the gamification elements (leaderboards, badges, achievements, journeys, prizes, and head-to-head challenges) you need to motivate your team.

This first-of-its-kind online training software works seamlessly across mobile, tablet, PC, and touchscreen devices and can be used for eLearning, instructor-led training, live events, and [virtual conference calls](#)!¹⁷

Sign up for a free 14-day trial today!

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