

# Serious Business Games

## Successful Internal Audit Training





## Game based-learning Internal Audit

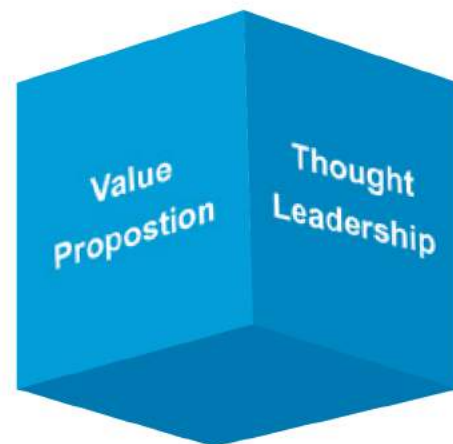
Gamelearn the most awarded and successful Serious Business Games production company and ARC Institute | Audit Research Center working together as an exclusive partnership for Internal Audit Training producing gamebased Internal Audit Education

## Join us for Next Level Auditing

The Audit Research Center | ARC-Institute is one of the leading strategic think tanks in the internal audit industry.

We focus on the issues that have a significant impact on the performance of internal audit departments. Our goal is to improve the capability of the supported internal audit departments in a sustainable way.

We have high expectations of ourselves and our work, and therefore we address critical issues and create customized, individual solutions. Together with our clients, we shape the future by developing new opportunities to face the critical challenges that address differing stakeholder expectations.



innovation by playing

**+19% increase in engagement levels**

*"The results in terms of productivity and engagement have been excellent."*

*Juan Tinoco, HR Manager*



"playing at" being productive

**+8% increase in staff productivity**

*"Gamelearn captures gamification's essence: content and lessons that are really useful for the job."*

*Tanit Ruiz, Associate Director Learning & Development*



motivated employees thanks to video games

**98% of employees are more motivated at work**

*"Gamelearn provides unique elements: it offers flexibility and makes learning an innovative challenge."*

*Luis Sagi-Vela, HR Manager*



the impulso program

**+40% increase in new business acquisition**

*"The video game comprehends to perfection exactly what it is that motivates our employees."*

*Pol Duran, Director of Talent Development*



cultural transformation through games

**+4 points increase in LTV (LifeTime Value)**

*"Today calls for innovation, but innovation with a goal; and the game showed us that this works."*

*Carlos Rubio, Training and Development Manager*



rewriting negotiation techniques

**+21.6% increase in sales**

*"Merchants helped us to create value and be more competitive in order to win tenders."*

*Morten Lindholm, Vice President Global Key Account Management & Commercial Development*

## video games are the most effective training tool

- It enhances performance.
- It improves student engagement.
- It promotes mastery of the skill through practice.
- It stimulates the brain. The brain needs stimulation to learn.



Source: "A meta analytical examination of the instructional effectiveness of computer-based simulation games." [2011], Traci Sitzmann.

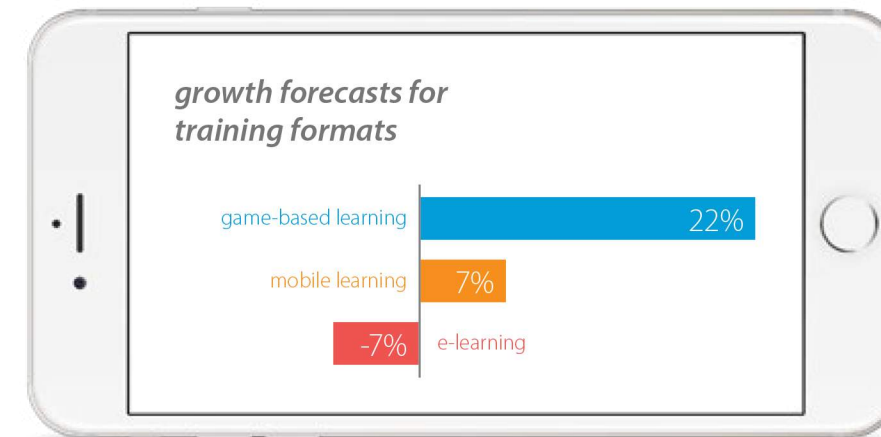
## video games are the fastest growing training tool

# \$8,1 BILLION

*the game-based learning market will be worth more than 8.1 billion dollars by 2022.*

# 70% COMPANIES

*More than 70% of the U.S.'s largest companies offer their employees game-based learning.*



Source: "Global game-based learning market report 2017-2022." [2017], Metaari.

Source: "Use of video game technology in the workplace increasing." [2008], Entertainment Software Association (ESA).

Source: "2016-2021 Global game-based learning Market." [2016], Ambient Insight.



more than 1,500 corporate clients around the globe

the world's most awarded game-based learning provider

consumer goods

- Adidas
- Balay
- Burger King
- Carolina Herrera
- Coca-Cola
- Henkel
- Johnson&Johnson
- Kellogg's
- Richemont
- ...

finance and insurance

- Allianz
- AXA
- BanESCO
- BNP Paribas
- Bureau Veritas France
- Deloitte
- DKV
- Everis
- Rabobank
- ...

pharmaceutical and healthcare

- Abbvie
- Astellas Pharma
- AstraZeneca
- Bayer
- Eulen
- Novartis
- Roche
- Sanofi
- UCB Pharma
- ...

automotive and transport

- Bombardier
- DHL
- Ford
- Hyundai
- Iberia
- Mercedes Benz
- Renault
- SNCF Interservices
- Yamaha
- ...

industry

- CEPSA
- EDP
- Ferrovial
- Hoerbiger
- Iberdrola
- Intras
- Otis
- Saint-Gobain
- Vestas Manufacturing
- ...

technology, software and communication

- Accenture
- Cisco
- Fujitsu
- McAfee
- Naspers
- Olympus
- Phillips
- Viacom
- Vodafone
- ...

government

- California State Board of Equalization (USA)
- Basque Government (Spain)
- IATA, International Air Transport Association
- Intracen (ONU)

- Magistrat der Stadt Wien (Austria)
- Ministry of Industry, Energy and Tourism (Spain)
- Ministry of the Interior (France)
- Royal Borough of Kensington and Chelsea (UK)
- ...



brandon hall technology  
brandon hall group - 2018



apel a la excelencia  
en e-learning  
apel - 2017



top 20 training company  
training industry - 2017



best training platform  
aenao - 2017



business excellence  
the bizz - 2017



learning! champion  
elearning! magazine - 2017



stevie awards for  
great employers  
stevie awards - 2017



brandon hall technology  
brandon hall group - 2017



brandon hall HCM  
brandon hall group - 2017



top 20 training company  
training industry - 2016



game of the year  
bex institute - 2016



innovación rrhh e&e  
expansión - 2016



learning design challenge  
training magazine - 2016



learnX impact awards  
learnX - 2016



best of eLearning!  
elearning! magazine - 2016



brandon hall HCM  
brandon hall group - 2016



serious play awards  
serious play association - 2016



best of eLearning!  
elearning! magazine - 2015



learning! champion  
elearning! magazine - 2016



brandon hall technology  
brandon hall group - 2015



top 20 training company  
training industry - 2015



innovación rrhh e&e  
expansión - 2013



top 20 training company  
training industry - 2014



best of eLearning!  
elearning! magazine - 2014



top 5 startup south summit  
spain startup summit - 2013



best service cipd  
cipd'12 manchester  
exhibition - 2012



top 10 european startup  
san francisco  
demo night - 2011



For more success stories, visit our website:  
[www.game-learn.com/clients](http://www.game-learn.com/clients)



### 3 ingredients for success

- ① **Content:** quality content, practical approach and applicable to real life.
- ② **Game-based learning:** ensures experiential learning through the use of simulators.
- ③ **Gamification:** game mechanics to ensure engagement and increase motivation.



### 10 years achieving results for our customers



completion rate

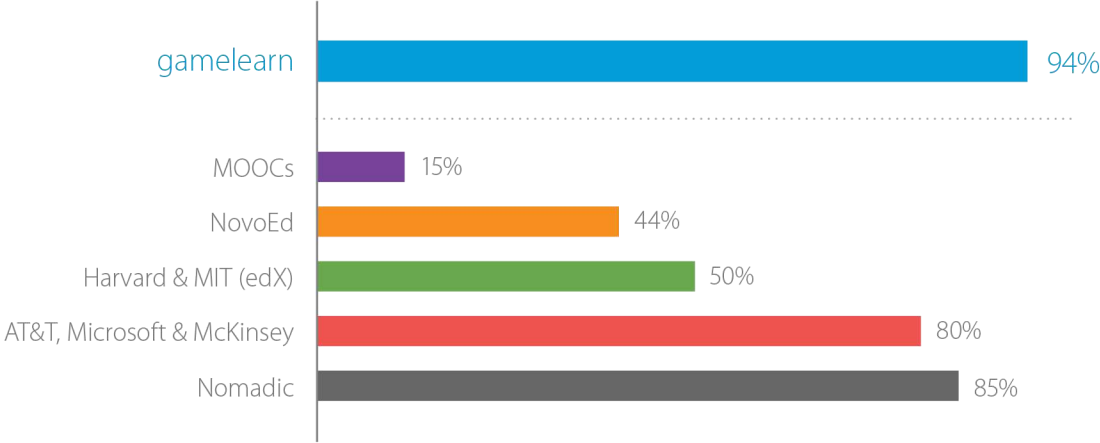


applicability rate



recommendation rate

completion rates from distributors:



Source:  
"MOOC completion rates: the data." [2015], Katy Jordan  
"A Strategy for Increasing Completion Rates." [2015], Novoed  
"MOOC Completion and Retention in the Context of Student Intent." [2014], Justin Reich  
"State of the MOOC." [2016], Online Course Report  
"Why Can't I Find Stats on Elearning Completion Rates?", Carolyn Ruocco

superior to traditional e-learning

LEARNING CHARACTERISTICS	TRADITIONAL E-LEARNING	GAME-BASED LEARNING
experiential learning	✗	✓
fun	✗	✓
engagement	✗	✓
completion rate	25%	94%



Can be integrated with any LMS



PC, tablet or smartphone



No need to install software



Available in 12 languages



Customizable content



Only requires an internet connection

the advantages of working with gamelearn

- Organize your training easily.
- Implement training worldwide. In any language.\*
- Surprise your employees with an innovative and fun format.
- Get them asking you for more trainings.
- Give your LMS a new lease of life.
- Transform your department's image.

\*Check terms and conditions.

100% compatible with the leading platforms



	PACIFIC	MERCHANTS	TRISKELION	2100
1. Continuous learning	✓	✓	✓	✓
2. Self-confidence	✓	✓	✓	✓
3. Self-control	✓	✓	✓	✓
4. Self-awareness	✓	✓	✓	✓
5. Information sourcing	✓	✓	✓	✓
6. Coaching	✓			✓
7. Effective communication	✓	✓		✓
8. Work-life balance	✓		✓	
9. Focus	✓	✓	✓	
10. Flexibility	✓	✓	✓	✓
11. Change management	✓		✓	
12. Conflict management	✓	✓		✓
13. Impact and influence	✓	✓		

	PACIFIC	MERCHANTS	TRISKELION	2100
14. Initiative	✓	✓	✓	✓
15. Innovation and creativity	✓	✓	✓	✓
16. Integrity	✓	✓	✓	✓
17. Leadership	✓	✓	✓	
18. Negotiation	✓	✓		✓
19. Results-orientation	✓	✓	✓	
20. Analytical thinking	✓	✓		
21. Planning	✓	✓	✓	
22. Problem solving	✓	✓	✓	✓
23. Stress tolerance	✓	✓	✓	✓
24. Decision-making	✓	✓	✓	✓
25. Teamwork	✓		✓	
26. Customer service	✓	✓		✓

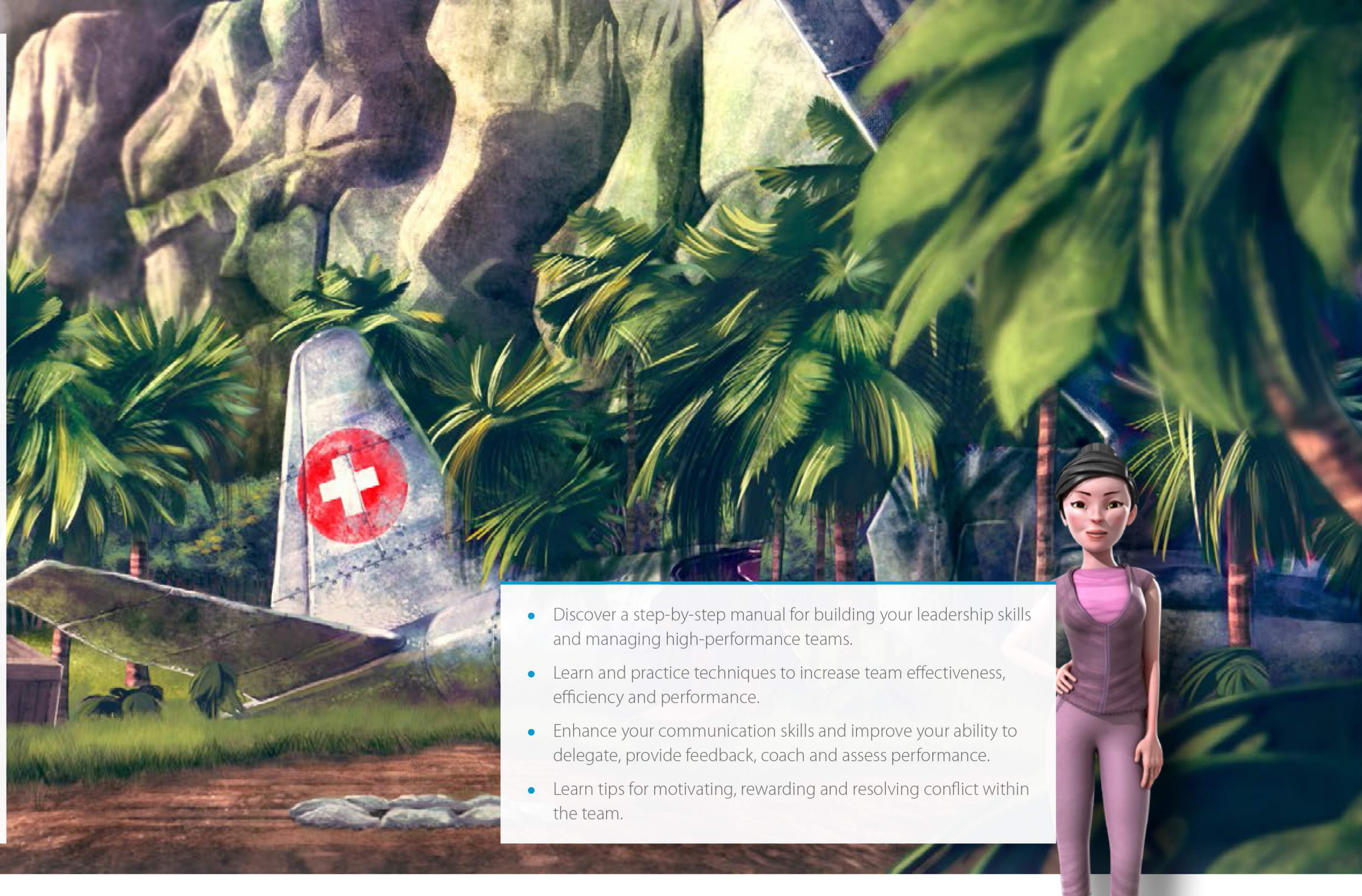


# PACIFIC

## *leadership and team management*

Pacific is a survival adventure in which the student must escape, together with their team, from a desert island where they are stranded following a plane crash.

The chances of escaping with their lives will depend on their ability to manage and motivate their team.



- Discover a step-by-step manual for building your leadership skills and managing high-performance teams.
- Learn and practice techniques to increase team effectiveness, efficiency and performance.
- Enhance your communication skills and improve your ability to delegate, provide feedback, coach and assess performance.
- Learn tips for motivating, rewarding and resolving conflict within the team.

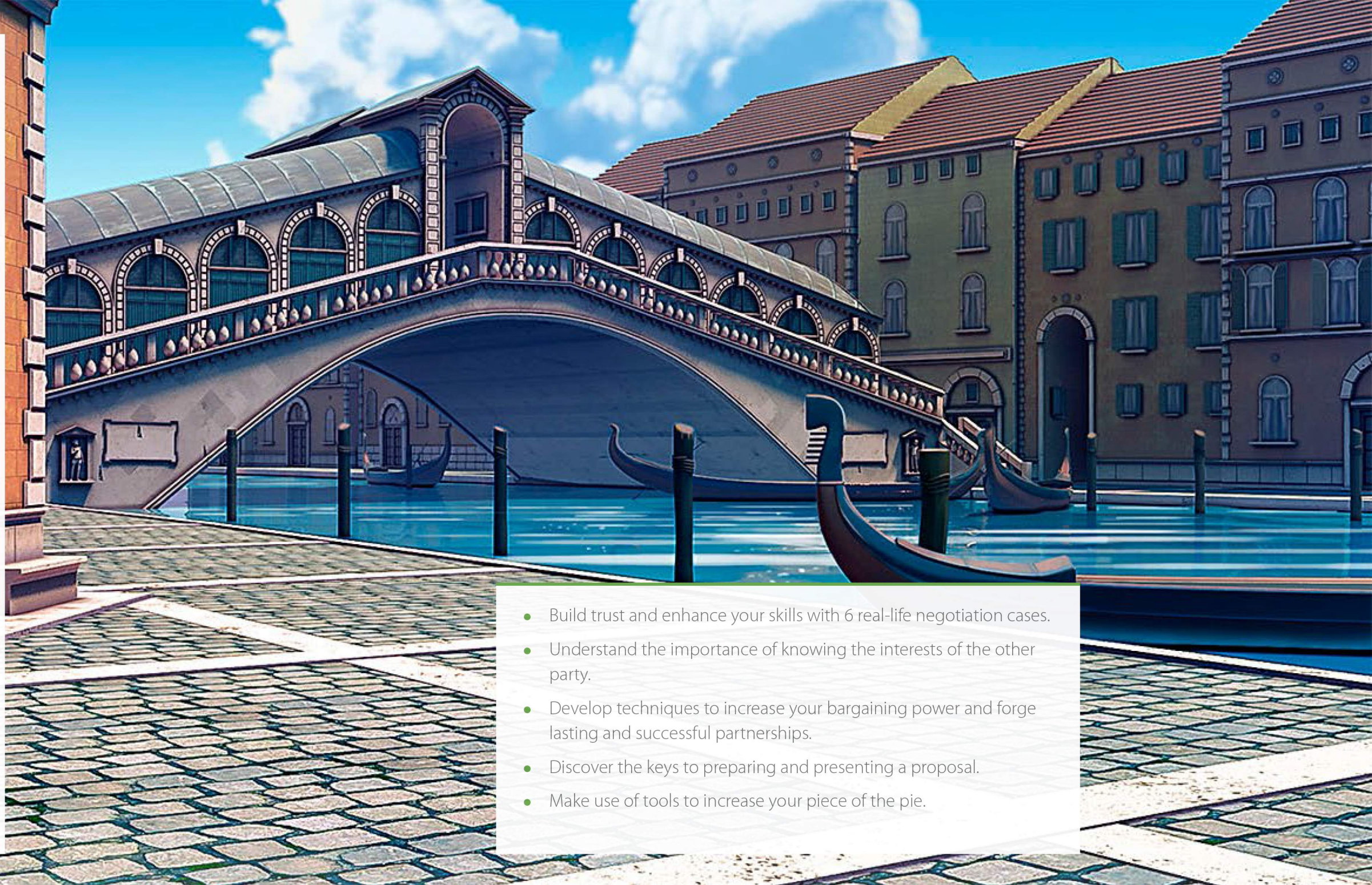




# MERCHANTS

## *negotiation and conflict resolution*

Merchants is a unique learning experience set in 15th-century Venice. The student plays the role of Carlo Vecchio, a young merchant whose mission is to become the greatest merchant of the age, while being mentored by Leonardo da Vinci and negotiating with Machiavelli.



- Build trust and enhance your skills with 6 real-life negotiation cases.
- Understand the importance of knowing the interests of the other party.
- Develop techniques to increase your bargaining power and forge lasting and successful partnerships.
- Discover the keys to preparing and presenting a proposal.
- Make use of tools to increase your piece of the pie.



# TRISKELION

## *time management and personal productivity*

Triskelion is a challenging and thrilling adventure game set in cities such as Madrid, Cairo, Granada and Rome. The student plays the role of a history professor and researcher who must follow the clues of the Order of Wisdom to discover the closely guarded secret to success and happiness.



- Develop your own system for improving time management and personal productivity.
- Learn to plan, prioritize and meet goals.
- Discover tips and techniques for managing your day-to-day tasks and making the right decisions.
- Make use of tools to avoid procrastination, improve efficiency and enhance your performance.



# 2100

## *customer service*

In this futuristic adventure, set in the year 2100, the student starts at the bottom of a corporation and works their way up to become the CEO.

The challenge: to make your company the market leader.



- Learn, practice and develop customer service skills by resolving up to 27 real-life situations.
- Develop business acumen.
- Improve your empathy, initiative and proactivity skills and become better at managing conflict situations.
- Understand the importance of ratings and customer reviews in the social media.



# ADA

## *internal communication, training and onboarding*

The year is 2127. A post-apocalyptic world. Civilization as we know it has disappeared. The dark shadow of extinction hangs over humanity. And you are our only hope for saving the last survivors of a species on the brink of extinction.

This is the scenario the student encounters in this adventure packed with challenges, tests and obstacles, in which knowing your company becomes vital for achieving the great objective: saving humanity.



- Multiply the engagement of your training process and internal communication.
- Transmit information instantly and in a homogeneous form to staff geographically dispersed.
- Save time and reduce the costs associated with any training program, onboarding or internal communication.
- Support the digital transformation of your company.
- Transmit “innovation”, “technology” and “fun” from your department.



## Smart Learning in a World of Digital Transformation Processes

### Forethought for You | Our Mission

With the Audit Research Center, the ARC Institute provides important impetus to the development of the internal audit industry. The target focus is aimed at the interface between methodological and practical transformation of strategic concepts. Therefore GameLearn and ARC have signed the strategic and exclusive partnership for internal audit training developing Serious Business Games for Next Level Auditing.

In cooperation with auditors, companies and associations, and professional audit experts, development focuses on practical and implementation-ready methods, tools and concepts. The results serve as a guidance to increase the overall benefit of the company's long-term sustainability and growth in conjunction with innovative audit work. The ARC Institute shapes internal audit thinking in strategy, process architecture, change and performance. Currently the ARC Institute supports institutions across Europe and globally in the context of consulting and human resource development projects. Clients are not only leading supranational institutions, but also numerous listed companies in different industry lines.

Join us for Serious Business Games  
- Gamebased Learning Internal Audit –



More information:  
<http://FutureInternalAudit.com>

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