

Boost engagement in your training and communication processes.

General description

The year is 2532. Earth is subject to the new imperial order of Aaru, an idyllic society celebrating the hundredth anniversary of its foundational victory. Five earthling contenders are competing in a yearly tournament for the right to join Aaru's aristocratic society. Do you have what it takes to be chosen? Are you ready to fight to restore peace and justice to Earth?

Characteristics

A learning program built on game-based learning methodologies:

- Applicable and practical
- Revolutionary and powerful
- Addictive and innovative
- Experiential learning
- Flexible, quick, and easy to play
- Fun and entertaining
- Unique

Methodology

Aaru uses gamification techniques such as storytelling, rankings, levels, and badges to make learning a refreshing and fun experience that generates student engagement.



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Objectives

Aaru is a gamification tool meant to bolster your training and internal communications processes. **Aaru** will help you:

- Boost engagement in your training and communication processes.
- Transmit consistent information in the blink of an eye to employees all over the world.
- Save time and costs.
- Reinforce your company's digital transformation.
- Transmit a sense of "innovation," "technology," and "fun" to the whole company.

Program

Aaru has a content manager that lets you design your own video game using whatever content you see fit in a variety of formats: text, presentation, video, and audio.

Create as many versions of your video game as you want, and do it in a matter of minutes, without having to write a single line of code.



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Target audience

Aaru is designed to increase engagement and help students acquire knowledge during the training and internal communications process.

Many types of teams can use Aaru as a tool:

- **Human Resources:** employee onboarding; internal policy changes; recruitment; transmitting information; expressing your vision, mission, and values, etc.
- **Training and Development:** as a way to support any training programs and objectives.
- **Internal communication:** any type of internal communication campaign.
- **Sales:** communicating offers, launching new products, product training, explaining processes, helping staff understand policies and standards, helping teams use new tools (CRM, management software, data management, etc.).
- **Marketing and Communication:** communicating with clients, journalists, and thought leaders; user and client engagement; support for promotions and communication campaigns, presenting another option to your marketing team.
- **Other departments:** information, training, and communication for processes, policies, launches, products, tools, etc.



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Logistics

1. Players only need an internet connection to play.
2. You can access the game from the Gamelearn platform or include it as an additional solution in your LMS (Cornerstone, Moodle, SAP Success Factors, etc.).
3. Admin has access to student and group performance in real-time.

