

CHOCOLATE

Serious game on influence and persuasion



General description:

While working at his family's chocolate factory, Markus is sent to South America to learn about cocoa plantations and the company's supply chains. There, he meets Olivia, an activist fighting for Fair Trade, who shows him the secrets of persuasion and influence.

From that moment on, the two set off on a path to make the world a better place. The success of their lofty goals hinges on their ability to influence the people around them.

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
- Entertaining and enjoyable
- Unique

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Methodology:

The game-based learning methodology developed by Gamelearn is a combination of 3 elements:

1. **Quality content**, equivalent to a two-day classroom course with a strong practical focus that is useful and is directly applicable to work.
2. **Gamification techniques** such as storytelling, rankings, levels, and badges so that learning becomes a refreshing and fun experience that generates student engagement.
3. **An advanced simulator** that recreates real-life situations so that the student can practice in a safe and stress-free environment while also receiving personalized feedback with areas for improvement.

Objectives:

- Learn the secrets of persuading and influencing people.
- Learn how to be persuasive in your messaging.
- Practice strategies of influence and persuasion.



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Program:

The course teaches students how to apply the principles of persuasion in their everyday life.

- The keys to effective persuasion.
- The seven principles of persuasion.
- Five “real-life” situations to practice these principles.

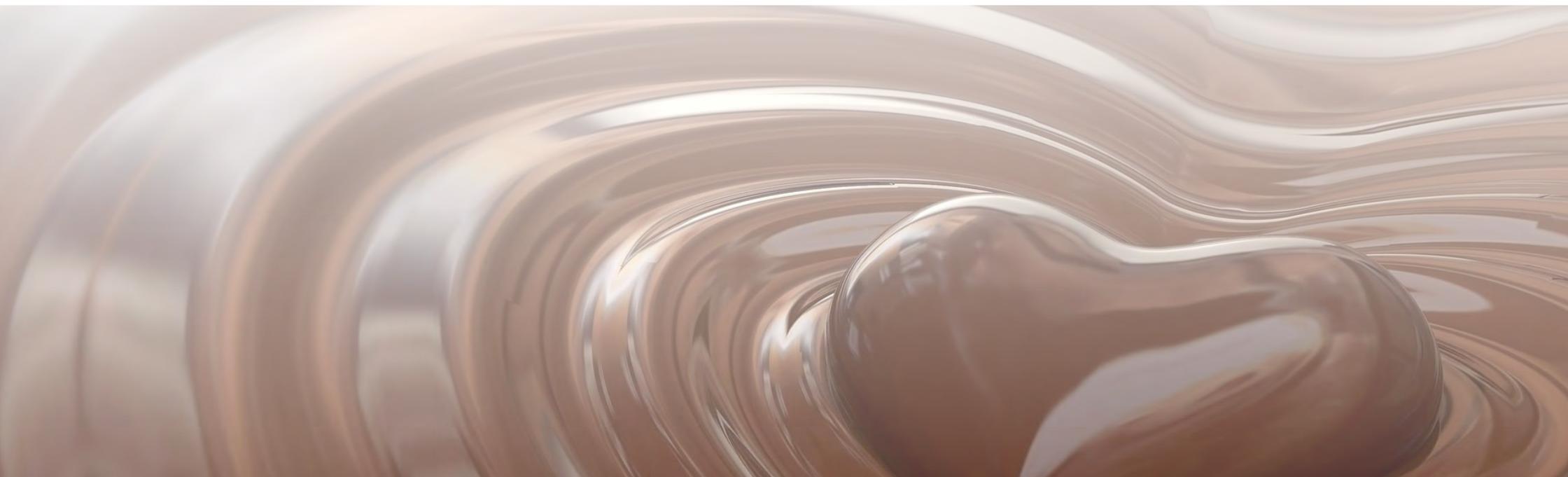
Knowledge and skills:

With the help of Chocolate’s realistic simulators, the game stimulates effective learning by allowing users to practice the main concepts necessary to be more persuasive.

- Effective communication, empathy, leadership, impact and influence, negotiation, results orientation, interpersonal relationships, problem-solving, decision-making, etc.

Other integrated skills:

- Continuous learning, self-confidence, self-control, self-awareness, focus, flexibility, initiative.



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Target audience:

Chocolate is geared toward any professional looking to be more persuasive in their interpersonal relationships:

- Company higher-ups
- Directors
- Managers
- Business owners
- Entrepreneurs
- Team leaders
- Sales representatives
- Sales managers
- Area managers

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.