

THE SECRET

Boost engagement in your training and communication processes



General description

An influential company is on the verge of revolutionizing the market with their latest release, and you have been tasked with infiltrating their offices to find out what it's all about.

Features

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

Methodology

The Secret features gamification techniques such as storytelling, rankings, levels, and badges so that learning becomes a refreshing and fun experience that generates student engagement.

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Objectives

The Secret is a gamification tool made to bolster your training and internal communications processes. The Secret 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.
- Convey a sense of "innovation," "technology," and "fun" to the whole company.

Program

The Secret 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 like, and do it in a matter of minutes, without having to write a single line of code.



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Target audience

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

Many types of teams can use The Secret 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.