



Serious Training Games – Why all the Hype?

Press Release – For general circulation

There is a great deal of hype around "serious training games" and their impact on learning. Is it really going to change training or is this just another flash in the pan?

Two people that think training games will positively enhance the future of training are Julian Chamberlain and Janet Westwood who are the co founders of Gamethingy, the Oxford based learning development company.

According to their recent research training games will be used for training in most large organisations within five years. It seems the reason for this is driven by the fact that learning with the aid of a training game can improve memory retention by 70%.

So just what are serious training games, and what impact do they have on learning and development?

Using training games can help accelerate learning by compressing the topic into focussed learning content that can be absorbed easily. Training games also give learners a chance to get to know their colleagues as they share the same real-time experiences. This promotes strong networking and bonding whilst training and back in the workplace.

So what is it that drives the people at gamethingy to develop and sell training games? In a world where productivity, performance targets and results are everything and where success is about plain old hard work! "That's just the point says Westwood, our training games enable serious learning in a relevant and real time way. People feel the excitement, pressures, behaviours and perspectives you can't engineer in any other way".

"Our philosophy is to stick to our belief that for training to work successfully it has to be fun. If its fun, then it will also be engaging and the more engaging, the more memorable it is", adds Chamberlain!

It seems, then, that serious training games are here to stay, and can offer an engaging experience that gives an excellent return. The cost of training is slashed when you consider the cost per learner in comparison with the capital outlay and the improvement in knowledge retention.

Serious fun in a **learning** environment

Gamethingy produce serious learning materials to be used in a fun environment.

For more information about Gamethingy visit www.gamethingy.com or email info@gamethingy.com .

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