



Training games improve memory by 70%

Press Release – for general circulation

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 driven by the fact that learning with the aid of a training game can improve memory retention by 70%.

The corporate respondents apparently saw great potential for games in learning: 100% agreed with the question 'Do you see great potential for using games in organisational learning?' and 66% predicted mainstream adoption within five years. As predicted, over 40% thought the perception of games at management level would prevent short term adoption.

The survey noted that by 2012 between 100 and 135 of the Global Fortune 500 will have adopted gaming for learning, with the USA, UK and Germany leading the way.

"We are starting to see a real budgeted appetite for the use of training games in many of the best known brands and companies", says Chamberlain. "Despite their fun image our training games are very serious business tools used to develop understanding and consistency throughout teams and organisations".

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.

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

Gamethingy produce serious learning materials to be used in a fun environment and specialise in developing specially made training games to their clients specification.

Serious fun in a learning environment

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

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