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Social Gamification in action: Case 6

Outreach Games

Maximize the outreach of capacity development

21st century technology has unleashed unparalleled access to knowledge to nearly anyone anywhere. The challenge of capacity development is to achieve an improved outcome by using a needs based, custom information selection and knowledge dissemination strategy. However, custom training development and delivery is expensive. Any outreach of capacity development efforts is limited by logistic and financial constraints normally. For example: traditional face-to-face instructions require substantial coordination investment and eLearning courses require already an elaborated media literacy level before they can start.

How outreach games work

Outreach games for large companies and institutions first identifies competency and knowledge gaps, and then responds to citizens or employees with the knowledge they need individually. This gap identification and game based learning process has no time constraints and is independent of place. The only condition is internet access.

For the coordinating decision makers the outreach game provides for immediate access to informational charts e.g. showing a computer literacy or health awareness level of a target group.

Advantages:

- » Outreach games can be used for any big and geographically distributed target group, globally and in any language simultaneously.
- » Outreach games scale up group knowledge and competencies in a variety business sectors - from science, education, technology companies until governmental organisations.
- » The outreach games have become a cost effective methodology to reach target groups locally and remotely that could not be reached instantly otherwise.
- » The games are highly effective and fun.

Customer experience

The division for German Medium-Sized Companies in the **Federal Ministry for Economic Affairs** has established a new business development service in the field of digitalisation of industries. Outreach games have been developed to create a deeper awareness of the current trend of automation and data exchange in manufacturing technologies, Industry 4.0 . Tailored outreach games are offered during social events, business fairs. These games can take only few minutes but can also be organized tournaments with awards throughout several days. They target a variety of groups, from young students until decision makers

- » Industry 4.0 awareness and talking points about trends could be placed measurably among decision makers in German Medium-Sized Companies.

How we did it

- » **Outreach game development:** Performance of a full day workshop to facilitate experience sharing and to identify the most critical knowledge. Author game items in cooperation with subject matter experts
- » **Game infrastructure management:** Provision of ready made game templates and technology as a managed solution
- » **Outreach progress reporting:** counseling quality reports and skill progress reports based on psychometric analysis, automated item quality evaluation