CHOCOLATE

Smart Learning
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Serious Business Game for more power of positive persuasion

Learn the key skills that will help you empower and inspire employees, customers and other stakeholders for your goals and ideas.

Characteristics of the Serious Business Game:

- ✓ Learn with game based didactic methods.
- ✓ Applicable and practical contents.
- ✓ **Results-oriented learning** with revolutionary gamification technologies.
- ✓ Use the simulations for experience-based learning.
- ✓ Flexible, intuitive to use, fast and easy to train.
- ✓ An exciting gamification storyline facilitates targeted learning.
- ✓ **A unique learning experience!**

Gamification Storyline:

In this Serious Business Game, you and your employees train in the role of Marcus and Olivia. After some orientation time working in the families own chocolate factory, Marcus is sent to South America as manager and quality representative. There he will learn about the cocoa plantations that supply the family business.

There he meets Olivia, a fair-trade activist, who will reveal to him the secrets of persuasion and empowerment.

From this moment on, a common path develops, where they must be able to convince important people around them to achieve great goals. **Help Marcus to convince the right people for himself!** Ensure sustainable fair-trade quality!

Yes, just try it out? Get a free test license www.Gamified-Training.com

Gamified-Training is your didactic contact for Serious Business Game Training. We would be happy to provide you with an individual offer for your team: GoFor@Gamified-Training.com. Together with you, we develop concepts how you can support your employees independently of time and location in up to 15 languages simultaneously, worldwide.

Create a new and unique training experience for your employees!

CHOCOLATE

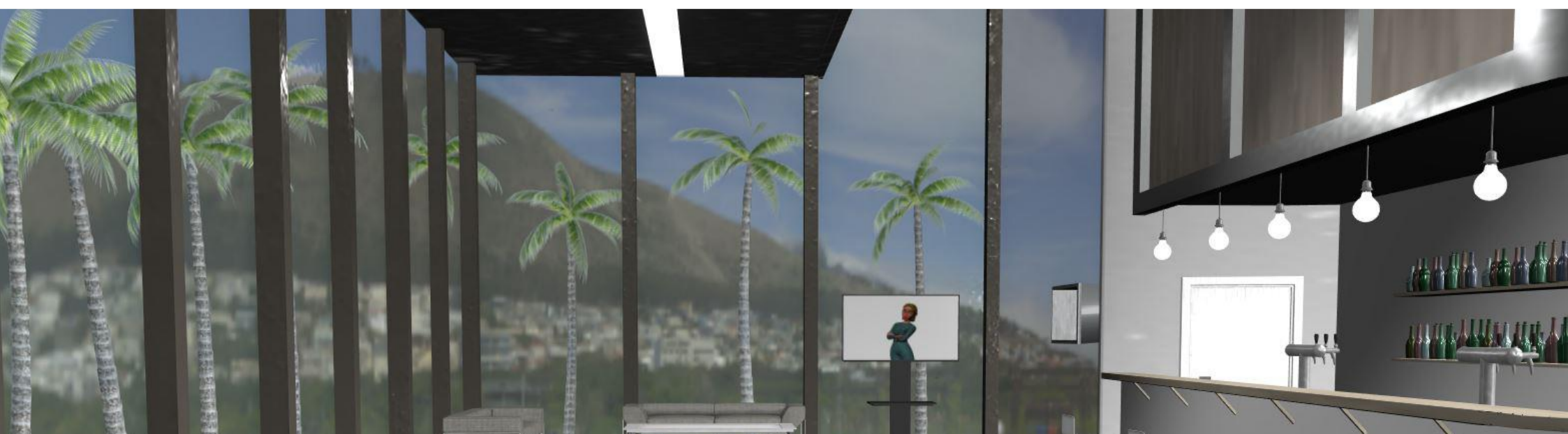## Serious Business Game for more power of positive persuasion

Methodology

The developed game-based learning method is a combination of **3 elements:**

- ✓ **High quality content** equivalent to a two-day on-site course, with a strong practical focus that is useful and directly applicable to the work

- ✓ The **use of gamification techniques** in terms of story telling, ranking motivation, scoring, different learning and game levels, and incentives through recognition and awards. This makes the training a motivating and exciting learning experience. This directly promotes the intrinsic motivation to learn on your and your employees' side.

- ✓ **Practical exercises** that allow you as a participant to practice directly in a safe and motivating environment and to implement the practical knowledge. You will **receive detailed feedback** in the form of individual learning loops.

Objectives | Why Chocolate?:

- ✓ Learn how to **convince people of your ideas and goals in a positive way.**

- ✓ Get **the right tools** you need to use effective stories.

- ✓ Learn tips and tricks for active listening. Learn to put yourself in other people's shoes in order to understand what moves your counterpart.

- ✓ Improve your communication techniques to **inspire other people** with your ideas and goals.

- ✓ **Increase the motivation** of your fellow human beings, pass on appreciation to your fellow human beings for well performed work.

- ✓ Understand your own appearance better and thus the authenticity of your charisma.

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Overview of contents:

The training course is generally aimed at all employee profiles and teaches you how to inspire your fellow men for your goals and ideas with confidence and more power. In this compact training course, the focus is on the most important guidelines, for principle-oriented persuasiveness and to develop your personality. Training module contents are among others:

✓ The key principles for effective persuasion.

✓ Five practical simulations, case studies to practice the principles of persuasion.

✓ The 7 persuasion techniques

✓ The right argumentation, acting confidently and convincingly.

✓ Step by step in the case studies and simulations, **we guide you to success with more enthusiasm and power in your daily actions!**

What is CHOCOLATE's focus group?

CHOCOLATE is aimed at all employee profiles, especially those who would like to improve the way in which they can and, if necessary, must positively influence and convince the decisions of others, for example:

✓ Team members,

✓ Project manager,

✓ Marketing staff,

✓ Sales representative,

✓ Product Manager,

✓ Executives,

✓ Team leader,

✓ Sales manager,

✓ Division and department heads,

✓ Area Manager,

✓ Auditors,

✓ Audit Engagement Manager.

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Knowledge and skills:

With the help of the realistic simulations and characters in the serious business game CHOCOLATE, an effective knowledge transfer on the focus topic persuasion is achieved. The gamified training elements stimulate a targeted didactic learning process in the simulations. This enables you and your employees as participants to practice the most important skills:

Persuasiveness is the ability or characteristic to convince one's fellow men of oneself and/or something else. **The aim is to inspire people with goals and powerful ideas.** Thus natural energy and motivation can be released. Purely factual arguments usually only have a limited effect here. Experience shows that it is necessary to convince people of an idea, a project or a product.

In addition to the positive factors, which need to be trained and continuously cultivated, an attentive and conscious approach to the weakening factors helps. Often, without intention, one's own powers of persuasion are reduced. It is important to send clear messages to your fellow men, customers and team members in order to be better understood and to be able to present goals more clearly. In order to fill the audience with enthusiasm, authentic action is required. This means that body language and verbal communication must produce a clear picture. It is important to learn the principles and key factors of persuasion.

Further integrated skills for learning in the Serious Business Game:

Initiative, effective communication, coaching, focused work, strengthening interpersonal relationships, understanding cause and effect chains better, organizing processes, assertiveness, self-confidence, self-confidence, self-control, analytical thinking, teamwork, problem-solving awareness, negotiation and change management.

How do you make it work? What are the IT requirements?

1. **The only thing you need** to use this business game training is an end device with internet access.
2. You can **access our performance-optimised business game platform** at any time, from anywhere in the world via your individual user profile or integrate the business game training into your LMS (Cornerstone, Moodle, SAP Success Factors, etc.).
3. You will receive regular reports on the progress of your participants and training groups. This allows you to keep an overview at all times and motivate your teams in a goal-oriented manner.