

PLAY WITH KNOWLEDGE

imaginary is responsible for the planning and development of **Serious Games**, as well as the creation of **interactive simulations for training and marketing**.

With an interdisciplinary team combining communicative skills with educational, graphical, economic, technological and mathematical expertise, **imaginary** offers innovative and versatile tools based on reliable technologies and a user-friendly interface.



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Also visit **www.seriousgames.it**, the first Italian web community dedicated to the Serious Games!

i imaginary

Business training

with

Serious Games



*"We don't stop playing because we grow old;
we grow old because we stop playing"*
[G.B. Shaw]

imaginary proposes **Serious Games** to businesses that need support in **training, marketing and market research activities**, and wish to avail themselves of **a new way of promoting and raising awareness**.

WHAT IS A SERIOUS GAME?

A **Serious Game** is an interactive, virtual simulation that **looks like a game** but has non-entertainment goals: **education, training, social awareness and marketing**.

Serious Games are:



INTERACTIVE

the player is the protagonist
the choices made by the player shape the field of action, determine changes along the way and have a direct impact on the outcome of the game.

GRIPPING

curiosity and excitement
games draw attention, trigger curiosity and allow players to put themselves to the test, therefore favouring natural answers.



MOTIVATING

motivation and interest
the player is the real protagonist and his/her skills are decisive to reach the final goal.



EFFECTIVE

prompt responses
the simulation of a real situation trains the player for experience. Learning is straightforward and targeted and allows rapid understanding of the dynamics of the employment context.



The **Serious Game** is an **original and highly motivating tool to integrate and enhance traditional training** by designing effective exercises that can be put into immediate practice in the reality of work.

SERIOUS GAMES FOR TRAINING

The tools developed by *imaginary* allow a company to choose **highly customized training paths**, defined in accordance with the principles of **"learning by doing"** and integrated with the latest generation web technologies, so producing to **strong involvement and empathy** with the situation.

The Serious Game has various application environments:

BUSINESS TRAINING

learning and acquisition of behaviour, competence and knowledge within the respective business reality

CHOICE OF COMMUNICATIVE STRATEGY

simulation of different situations in which verbal and non-verbal communication are strategically important

TEAM BUILDING

team games that encourage a sense of belonging to the company, favour cooperation in group work and stimulate competitiveness among teams

OBJECTION HANDLING

simulations that test various ways to get around and overcome an interlocutor's objections

DECISION-MAKING

simulating different decision-making styles in situations with elements of conflict

IMAGE DISTORTION

testing the effectiveness of product training by assessing the gap between the company-defined product image and that perceived by the learners

ASSESSMENT

assessing the competence and potential of business partners by testing them in identical situations

TRAINING PATH

ASSESSMENT

Incoming
competency
assessment

EVALUATION AND COMPLETION

Outgoing competency
verification and
training effectiveness

TRAINING

Competency
training and
development