



**Session 605**

**How Today's Emerging  
Technologies Can Redefine Your  
Training**

**Anders Gronstedt, Ph.D.,  
President, Gronstedt Group**

Las Vegas, NV • November 17, 2016

# What we know about the brain

**Designed to solve problems,  
related to survival,  
in an unstable outdoor  
environment,  
in constant motion,  
walking 12 miles a day.**



# So we created: The classroom



Robert Emmet School  
Curtain

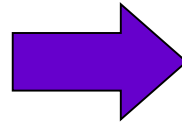
# We model online learning on the classroom

The best that can be said about most online learning:

**Gives you the sensation of coma without the worry and inconvenience.**



# We model mobile learning on the desktop

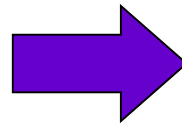


# From horizontal to vertical viewing

**Snapchat research: Vertical video ads have nine times more completed views than horizontal video**



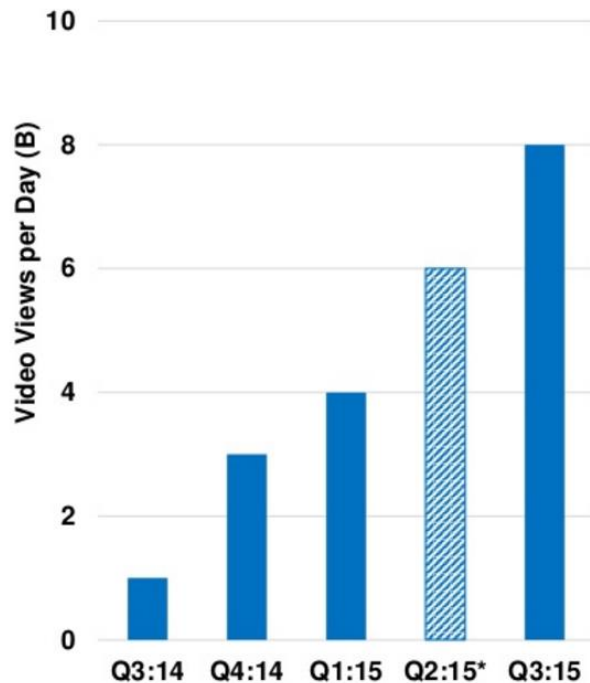
**Horizontal**



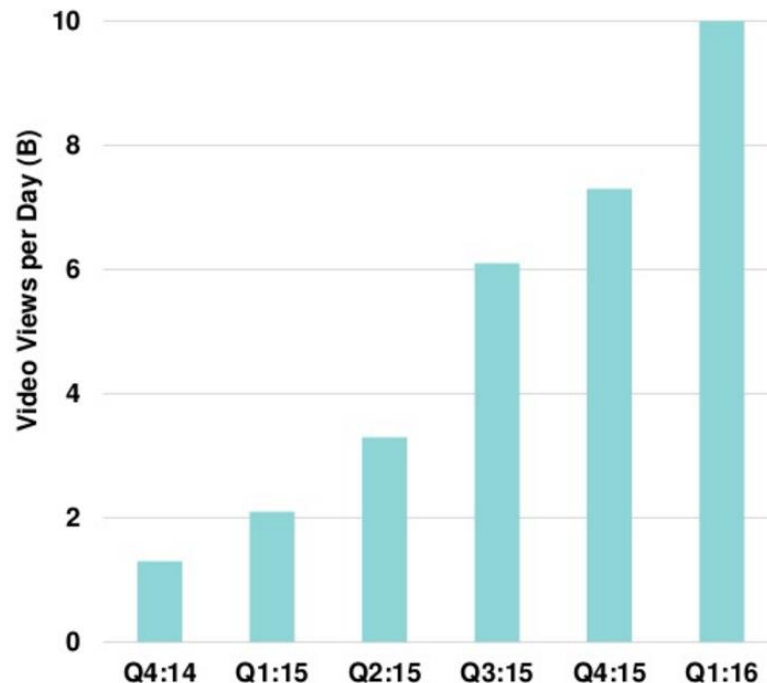
**Vertical**

# Growth of online video

Facebook Daily Video Views,  
Global, Q3:14 – Q3:15



Snapchat Daily Video Views,  
Global, Q4:14 – Q1:16



Source: Mary Meeker's 2016 internet trends report

# Transmedia storytelling

- A scripted video drama series: “The iTent”
- “Scribe” videos
- Radio-style podcast interviews with company leaders
- Marketing campaign



Watch video trailer: <https://vimeo.com/51927222>

Podcast demo: [http://www.ggdevelopment.com/gtsr\\_127xged/InclusionCafe\\_Sample.mp3](http://www.ggdevelopment.com/gtsr_127xged/InclusionCafe_Sample.mp3)

Scribe: <http://vimeo.com/36701235>



# Results



- **Over 20,000 employees attended some of the program.**
- **Winner of the prestigious Catalyst Award for women in business**
- **Improved scores on climate surveys**
- **Managers held spontaneous viewing parties**

**"This was a fabulous program! I can't imagine anyone not learning something or having a 'aha' moment when taking this course."**

# Millennial gaming culture

**Jane McGonigal:**  
**Average 21-year-old**  
**has spent 10,000**  
**hours gaming**  
**= time they've**  
**spent in school**  
**5th to 12th grade**

**\* 99% of boys, 94% girls**



# Gamification in learning

## Meta study of 65 studies and 6,476 trainees, video game trainees have:

- 11% higher factual knowledge level
- 14% higher skill-based knowledge level
- 9% higher retention rate

Source: "A Meta-Analytic Examination of the Instructional Effectiveness of ComputerBased Simulation Games" Traci Sitzman, Personnel Psychology, January, 2010



# Cloud Defense game

**Challenge:** practice and master new security concepts

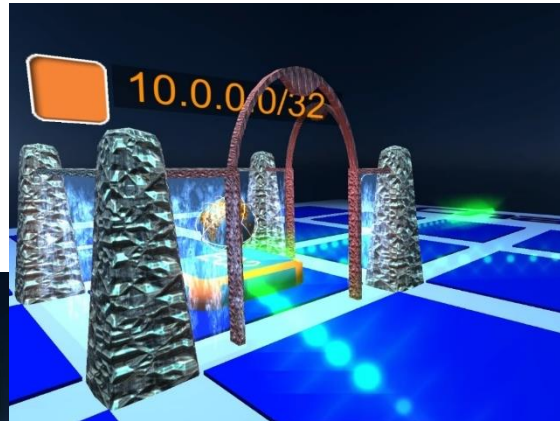
**Solution:** A hybrid “tower of defense” and “first-person shooter” game

- Storyline about a crime syndicate
- Scores, rewards, leveling, feedback, and leaderboard
- Watch video

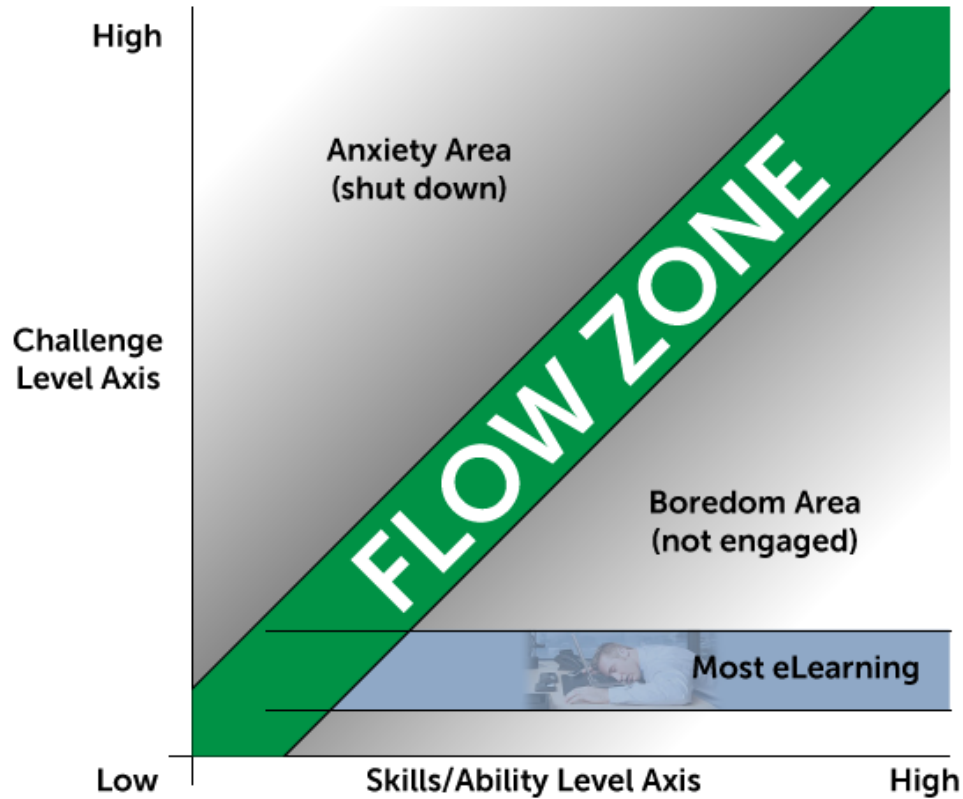


# Game Mechanics

- Storyline about a crime syndicate
- Leveling
- Scores and feedback
- Leaderboard
- Badging
- Feedback
- Game aesthetic



# In the flow...



# Game analytics funnel



# Rapid prototyping, testing, and iteration

## Usability test:

Identify usability problems in menus, in-game displays, controls, and gameplay.

## Playtest:

Does the game engender the excitement and learning for which it was designed.





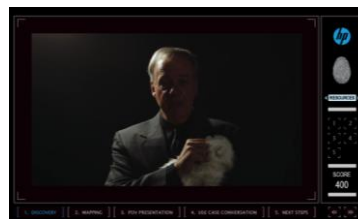
# “Mission Possible” sales sim

## Hewlett Pack Enterprise

**Challenge:** Train HP’s 10,000 global sales reps on how to position its four strategic Transformation Areas

**Solution:** ‘Mission Possible’ online training program with game mechanics like:

- Story-line with live-action video
- Points and leaderboard
- Levels
- Badges



# Launched Globally in 5 languages

[Ebony:] 是的, 确实如此。谢谢您, Tria。

SCORE 150

1. 发现 | 2. 映射 | 3. P.O.V 阐释 | 4. 用例交谈 | 5. 后续步骤

关于发现会议的互动式问题和视频

选择 0 个适当的发现问题 剩余问题: 0

- 1 恭喜你们的 Rafael Nadal 奖杯第二季取得成功; 我观看了每一集! Ebony, 您能告诉我在筹备这样的节目时面临的挑战吗?
- 2 Ebony, 如果我能为您提供解决方案, 可满足您的业务需求, 让您安全、按时、按预算地完成节目, 您愿意在我们下一次见面签署合同吗?
- 3 Ebony, 告诉我游戏、故事集、餐前小吃等节目的制作过程!
- 4 Ebony, 您的任务关键型应用程序是什么?
- 5 此问题可能对二位都适用。融合基础设施解决方案是否可满足您的以下业务需求: 使用大型视频文件, 同时确保它们安全存储在企业的火墙以内?
- 6 您的最大业务挑战以及最优先考虑的事项是什么?
- 7 我们是否可以定一个后续会见时间, 以便我可以提出关于如何解决您的业务挑战的一些想法?
- 8 Matt, 我知道你们的 IT 预算有限。你们考虑了什么样的金融方案?
- 9 Matt, 能否告诉我你们现有基础设施的情况?
- 10 Matt, 你们有没有考虑过开放式堆栈的优势?
- 11 Matt, 你们如何使用云?
- 12 Matt, 能否告诉我一些关于你们的 IT 投资战略的信息?

SCORE 150

1. 发现 | 2. 映射 | 3. P.O.V 阐释 | 4. 用例交谈 | 5. 后续步骤

匹配练习

在您的发现会议中应聆听哪个触发词以确定 Empire Media 的业务成果?

将下面包含触发词的每个框拖到右侧的相应业务成果。每个业务成果可能具有多个触发词。  
12 个触发词中的第 1 个触发词:

提高企业效率 → → →

将此框拖放到右侧的放置区域

Business outcome:

A 支持增长	B 降低成本和提高盈利能力
C 提高敏捷性和灵活性	D 大幅改善客户体验
E 改善员工体验	F 降低风险

SCORE 100

1. 发现 | 2. 映射 | 3. P.O.V 阐释 | 4. 用例交谈 | 5. 后续步骤

我已经计划了与 Matt Nelson 和 Ebony Williams

SCORE 100

1. 发现 | 2. 映射 | 3. P.O.V 阐释 | 4. 用例交谈 | 5. 后续步骤

# 3-D immersive management game

- 3-D, high fidelity, virtual hotel
- Solve guest satisfaction, safety, security, and business operations problems
- Watch video

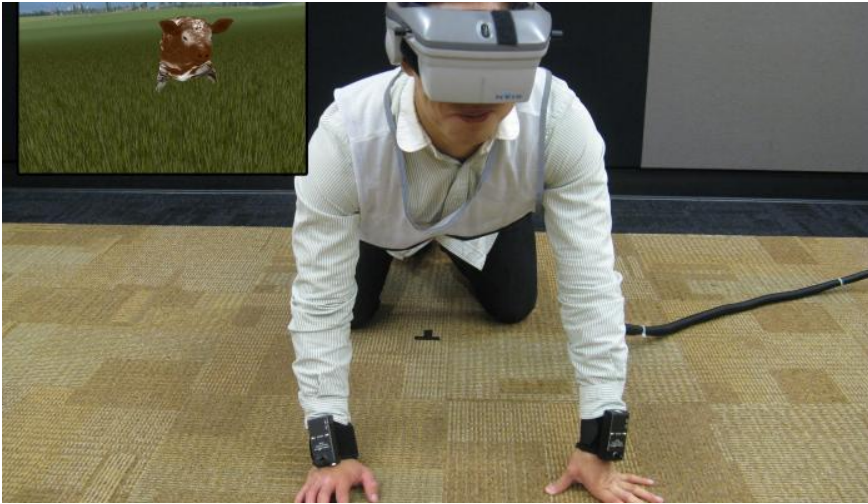


# Virtual Reality: From flat imagery to 3D scenes

“ Virtual Reality is the next major computing and communication platform after phones ”  
**Mark Zuckerberg**

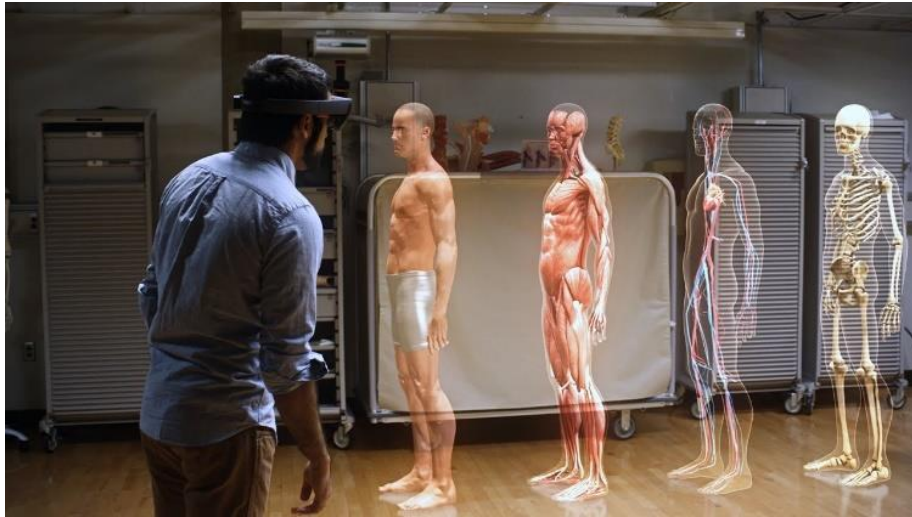


# “The ultimate empathy machine”



**Stanford researching how the feeling of being a cow will impact eating habits.**

# On the heels of VR: Augmented/Mixed Reality



# What we know about the brain

Designed to solve problems,  
related to survival,  
in an unstable outdoor  
environment,  
in constant motion, walking  
12 miles a day.



**Learning optimized for the  
way the brain works is finally  
a reality?!**



# Gronstedt Group

Custom-develops epic learning experiences that inspire breakthrough performances for these clients

Contact: [anders@gronstedtgroup.com](mailto:anders@gronstedtgroup.com)

