



Session 605
How Today's Emerging
Technologies Can Redefine
Your Training

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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**



Gaming culture

Gaming as a spectator sport:
PewDiePie, 43 million subscribers, most of any YouTube channel



Games about games:
33 million people in the U.S. play fantasy sport

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

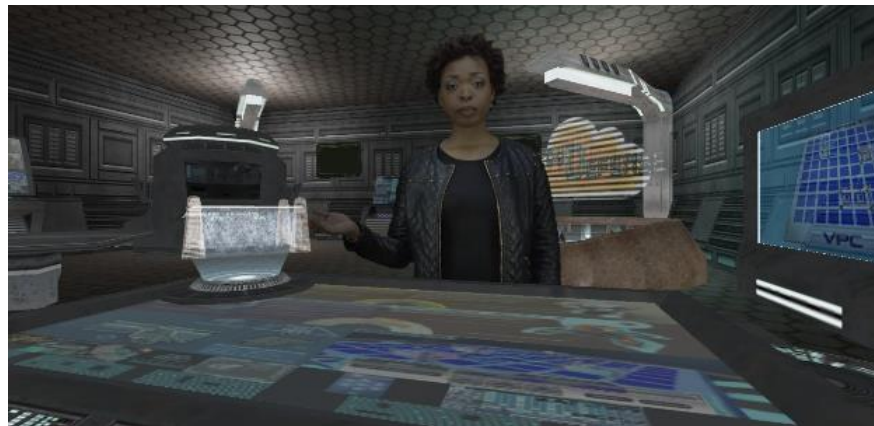


Cloud Defense game

Challenge: practice and master new security concepts

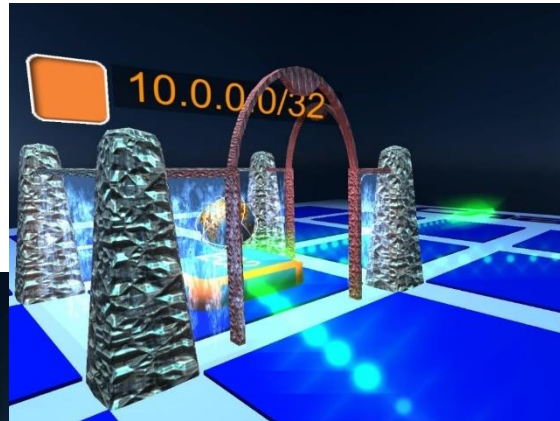
Solution: A hybrid “tower of defense” and “first-person shooter” game

- 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



Rapid prototyping, testing, and iteration

Usability test:

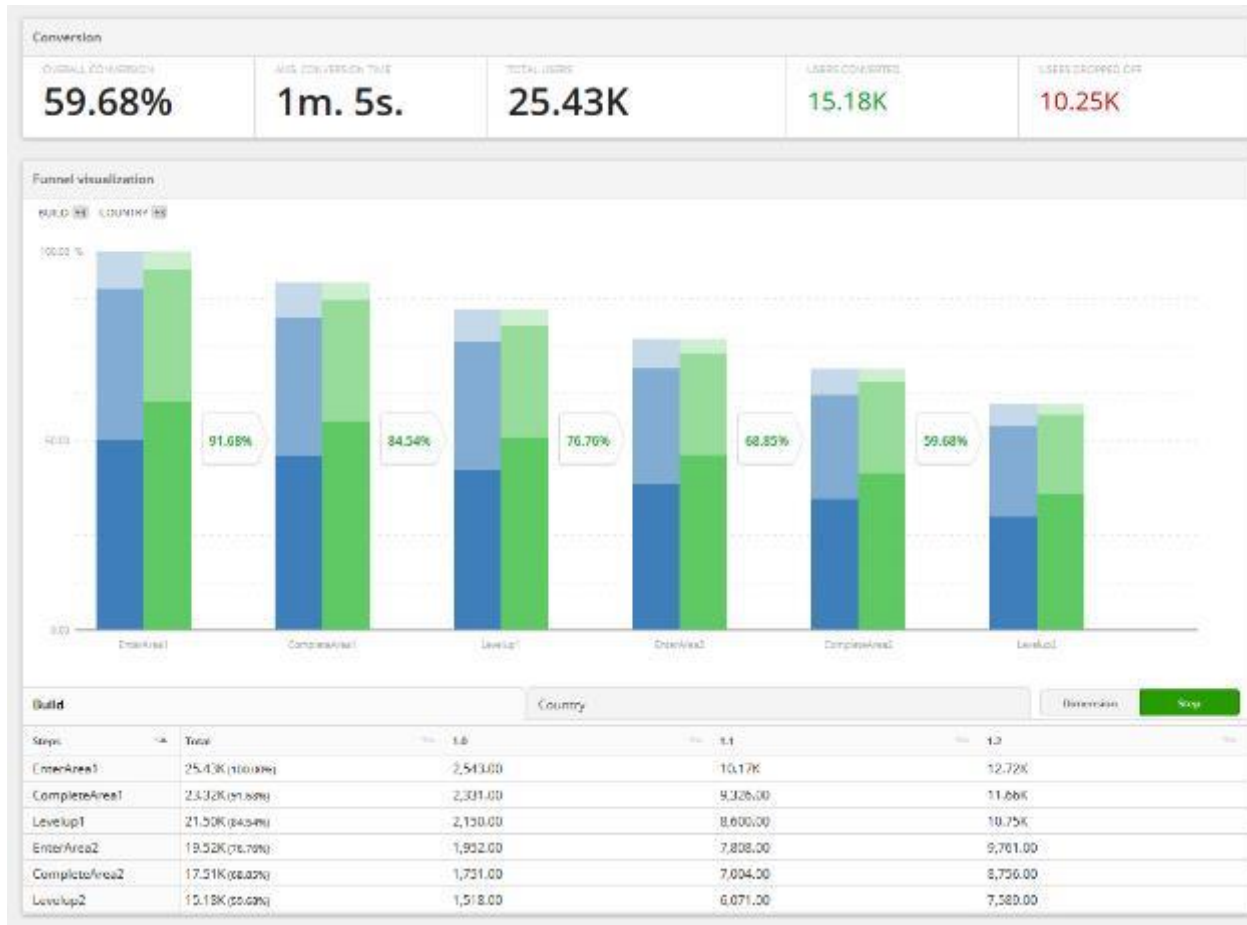
Identify usability problems in menus, in-game displays, controls, and gameplay.

Playtest:

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



Game analytics funnel



3-D immersive management game

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



From the information age, to the experience age



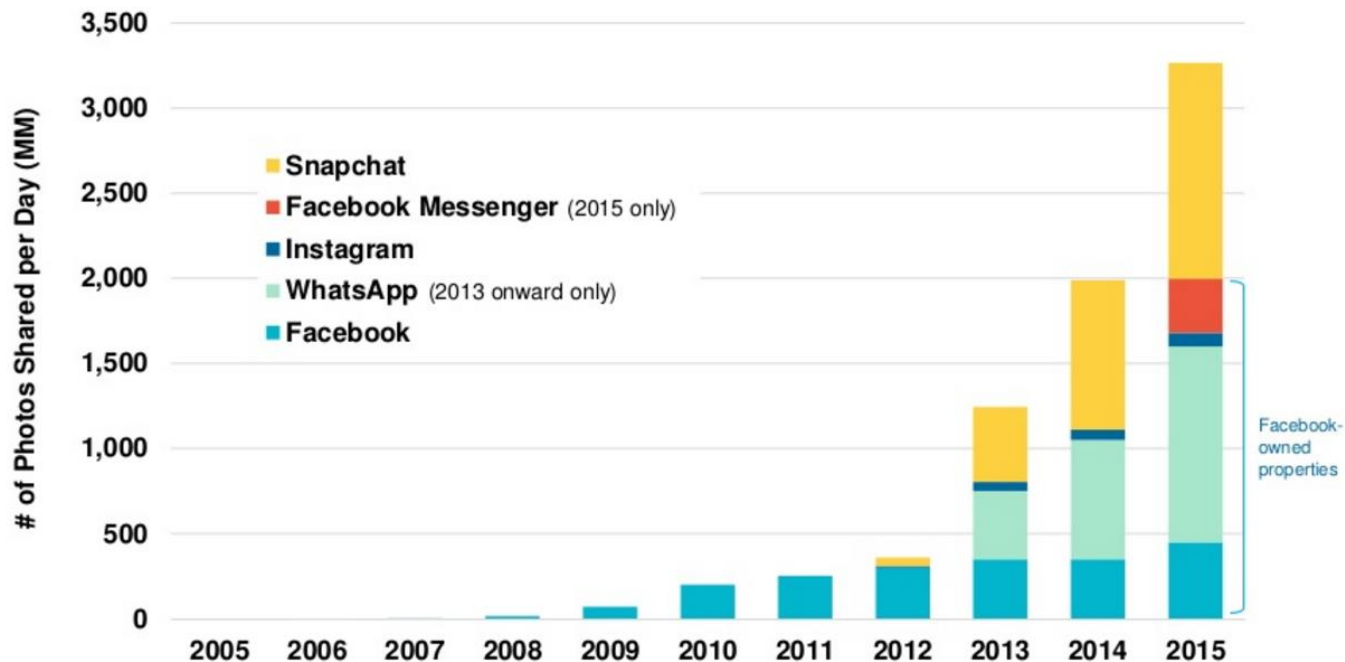
Millennials spend more time with digital video than with both social media and traditional TV screens.

**Snap-chat-watch,
visual storytelling,
talking with pictures**



Growth of images

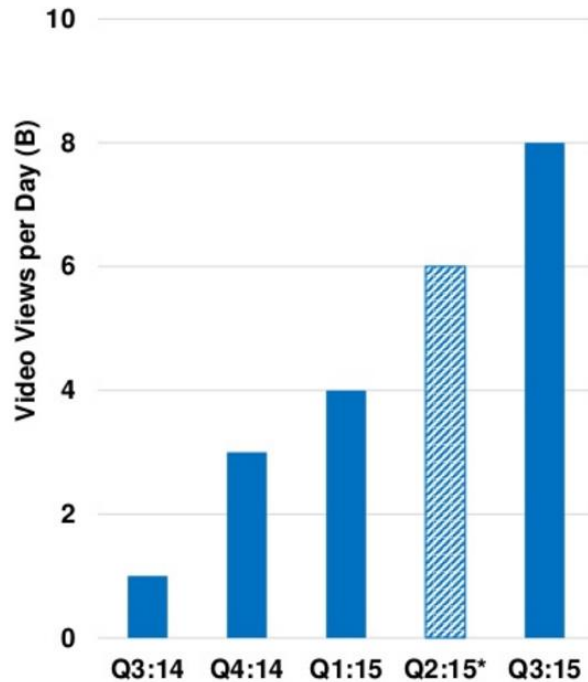
Daily Number of Photos Shared on Select Platforms, Global, 2005 – 2015



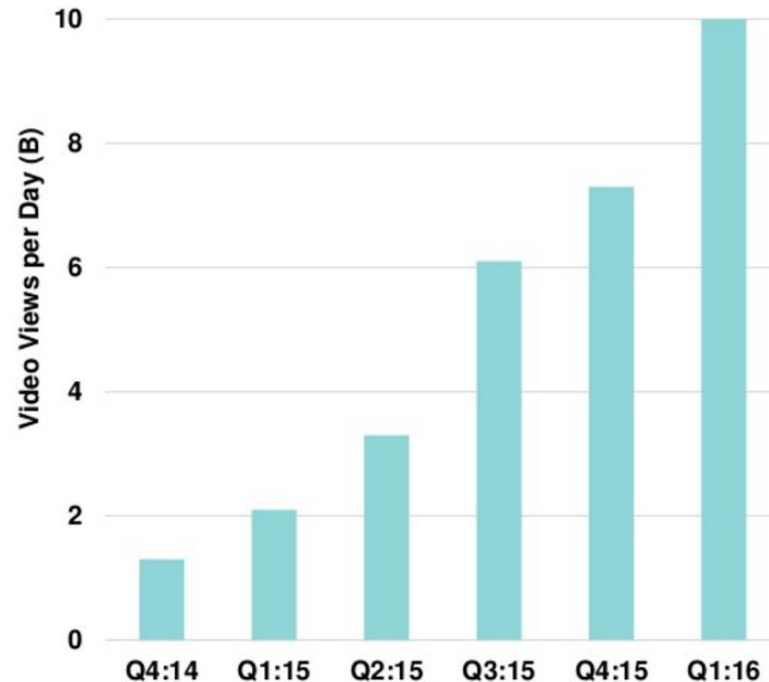
Source: Mary Meeker's 2016 internet trends report

Growth of 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

“Mission Possible” sales sim

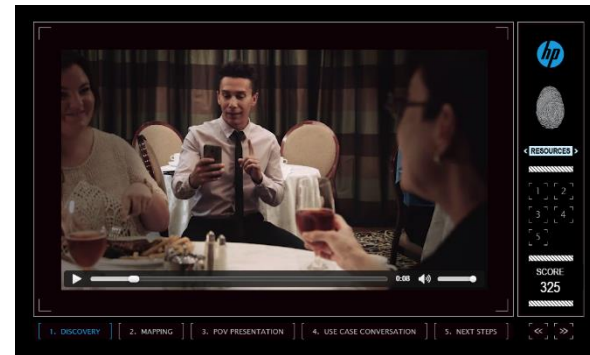
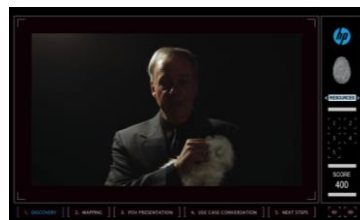
Hewlett Pack Enterprise

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

[Watch trailer](#)



Launched Globally in 5 languages

[Ebony:] 是的, 确实如此。谢谢您, Tria。

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

- 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?
- 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?
- Ebony, 告诉我游戏、故事集、餐前小吃等节目的制作过程!
- Ebony, 您的任务关键型应用程序是什么?
- 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?
- 您的最大业务挑战以及最优先考虑的事项是什么?
- 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?
- 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?
- Matt, 能否告诉我你们有基础设施的情况?
- Matt, 你们有没有考虑过开放式堆栈的优势?
- Matt, 你们如何使用云?
- Matt, 能否告诉我一些关于你们的 IT 投资战略的信息?

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配对练习

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

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我已经计划了与 Matt Nelson 和 Ebony Williams

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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

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

Virtual Reality: From flat imagery to 3D scenes

“Virtual Reality is the next major computing and communication platform after phones”
Mark Zuckerberg (invested \$2Billion in Oculus Rift)



“We expect virtual and augmented reality to become an \$80 billion market by 2025, roughly the size of today’s desktop PC market”
Goldman Sachs

VR “The final medium”

Not a mediated experience
in a box, screen, or page,
just a sense of reality, of
stepping into the world



Already prove itself in sports training

Five NFL teams and nine college teams are already using VR to train their quarter backs



Improves decision-making by 30 percent, and made decisions about one second faster
[Watch video](#)

Simulate technical skills



Applications:

- Emergency response
- Product installation or repair
- Administrative processes
- Healthcare procedures
- Etc.

[Click here for HTC Vive video](#)



Soft-skills virtual reality training



Decision makers at the World Economic Forum in Davos experiencing a Syrian refugee camp in Jordan



“The ultimate empathy machine”

Chris Milk, film maker



Public speaking

Fear of public speaking can be reduced with almost 20 percent in just four weeks with VR exercises



27 participants practiced speaking in front of a virtual avatar audiences in job interviews, business meetings and conferences.

At the end, they presented to a live audience. Nine of ten participants had a reduction in anxiety levels as measured by heart rate, level of eye contact, and self-reported questionnaire

Soft-skills VR training (cont.)

Applications:

- Sales and service skills
- Coaching skills
- Diversity and inclusion
- Onboarding
- Etc.



“For about 12 years now, we’ve been running study after study showing that feeling discrimination firsthand while walking a mile in someone else’s shoes is a better way to change attitudes and behavior.”

Jeremy Bailenson, Stanford University Prof.

Virtual reality headsets

Mobile
Lower quality
Stationary

PC Tethered
High quality
Positional tracking



Google cardboard
\$15
+ any phone



Google Daydream
\$80 + Pixel phone



Samsung Gear VR
\$100 + Galaxy phone



Sony PlayStation VR
Headset and game console: \$800



Facebook Oculus Rift
Headset and PC ≈ \$3,000

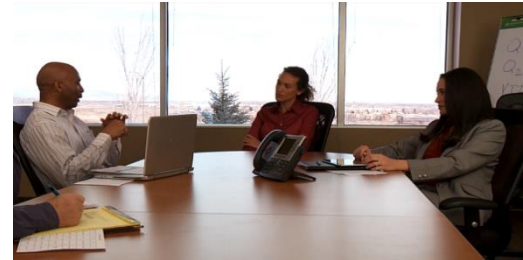


HTC Vive
Headset and PC ≈ \$3,000

Live-action video vs. CGI

Live-action video VR

- 360 or 180 degree live-action video
- Scripted drama with professional actors
- Greater realism, capturing facial expressions and body language more accurately
- Interactivity limited to branching, (i.e. “What would you do next?” A, B or C)



Interactive computer generated VR

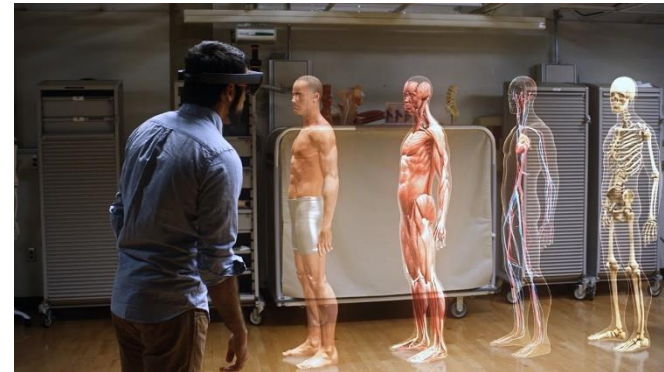
- Interacting with avatars
- More interactivity, move around, change avatar's ethnicity, gender, etc. on the fly



Augmented reality



Do you remember R2-D2 projecting a holographic message of Princess Leia?



Augmented reality can do that, and more, promising to replace computers and phones with googles that project virtual screens

Virtual vs. Augmented reality

VR is to the PC...



...like AR is to the smart phone

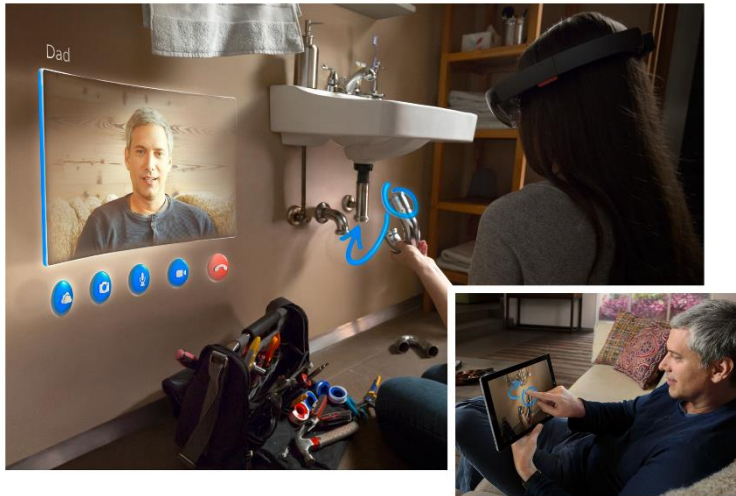


VR teleports you to magical places



AR makes magical things get teleported to you

Augmented reality/ mixed reality players



Microsoft HoloLens



Meta



Magic Leap
(Google funded)

Don't model VR on classroom

LECTUREVR



Download Now 
ALPHA 0.1

Gronstedt Group

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

Contact: anders@gronstedtgroup.com

