Learning Objectives:
At the end of the program, participants will be able to:

- Understand the Gamification dynamics through the practice of several games
- Share and explain the fundamentals of Gamification
- Facilitate Serious Games sessions using some of the games developed by GEM

Why should you join us?

- Benefit from the unique expertise of Hélène Michel, one of the leaders of Gamification in France
- Learn from the experience acquired by GEM both in academic and corporate environments
- Play with Serious Games developed by GEM and the Nanoelectronic Cluster (IRT Nanoelec)

Potential Participants:

- Faculty
- Trainers and Consultants
- Coaches
- HR professionals
- Anyone interested in using Serious Games!

Participants Profile:

Professionals with no or limited experience in serious games who would like to develop innovative pedagogies and master the use of Serious Games.

Admission Criteria:

- Bachelor degree
- At least 3 years of professional experience
- Proof of fluency in English
A TWO DAY WORKSHOP TO BECOME A SERIOUS GAME MASTER

STEP 1
INTRODUCTION TO SERIOUS GAMES
- Fundamentals of Gamification, Serious Game Culture
- Theories, key concepts, methods and main objectives of serious games developed for management education

STEP 2
HOW TO SET UP THE STEPS AND THE CONTENT OF A SESSION
- What are the rules of a Serious Game Session?
- Analyse the elements of context to develop cooperation and team building in a game
- Build on a scenario to address a specific topic or issue
- Evaluate the results of a session

STEP 3
FACILITATION AND LEADERSHIP SKILLS REQUIRED FOR A GAME MASTER
- Formalizing the scenario of a session
- Creating positive interactions amongst participants
- Encouraging active participation
- Evaluating the results of a session

DIFFERENT WAYS OF USING TECH IT!
- Initiate an entrepreneurial dynamic in a team
- Deliver a workshop or seminar
- Brainstorm, for instance about a new product development
- Develop mechanisms to support individual and collective creativity
- Facilitate communication amongst individuals in a team
- Develop new managerial behaviors
- Enrich HR practices: team management, recruitment interviews, etc

ABOUT GEM
Established in 1984 by Grenoble’s Chamber of Commerce and Industry, GEM is one of the best management schools in France (6th out of 30) and in Europe (25th out of 100). Each year, more than 6,800 students and professionals complete one of our 50 reputed national and international programs, right down from the undergraduate level to the Doctoral School. Repeatedly ranked in international and national publications, Grenoble Ecole de Management is one of the very few elite business schools worldwide to boast of a triple accredited status—EQUIS, AACSB and AMBA—, which were awarded by the world’s leading international management education associations.

HOW TO USE TECH IT!
Tech It!® is a game designed by 6 international students—three from the Massachusetts Institute of Technology (MIT), two from Grenoble Ecole de Management (GEM), and one from ARIES. The game was developed with the CEA research center as an outreach project focused around their technologies.

During a Tech it!® session, players will experiment with a serious game that will lead them to innovate. Offering 75 innovative technologies from international research centers (CEA, MIT), it helps the player understanding the key elements of each technology by manipulating them. The key goal is to improve several characters’ lives by launching challenges and using one or several patented technologies to solve a problem. We’ll also use our problem solving skills in this accessible role playing game to meet a consumer need.