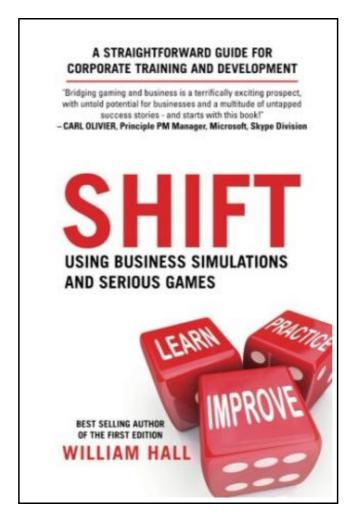
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SHIFT USING BUSINESS SIMULATIONS AND SERIOUS GAMES A STRAIGHTFORWARD GUIDE FOR CORPORATE TRAINING AND DEVELOPMENT



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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 166 pages. Dimensions: 8.5in. x 5.5in. x 0.4in.All new updated 2nd edition. Why should organizations learn more about business simulations and serious games The answer is simple: They are engaging, applicable, contemporary, exciting, and best of all, they change behavior faster and more naturally. Simulations are not as complex to implement as they were even a few years ago. Creating a custom solution is not only far more effective but also now within reach of most companies. Shift: Using Business Simulations and Serious Games walks you through the process of deciding whether or not to use a business simulation, gamification, or serious game, helps you decide to build or buy, how to implement them, and how to create a sustainable program. Author William Hall, an award-winning Apple employee, writes with both humor and wisdom to distill years of experience in technology, gaming, and education into an easy-to-read guide for busy executives and managers. Simulations are a fun yet serious, challenging, and practical way to develop employees. Outcomes can include strategic alignment, strategic change, business acumen, leadership development, succession planning, and collaboration. You can change up a persons work environment and enable them to practice professional skills in real time with real people and actual scenarios. Shift: Using Business Simulations and Serious Games also answers questions like: How do you know if you need a business simulation, gamification, or serious game What are some uses for business simulations and games Can I use simulations to improve the performance of top executives Should I find a developer or design one in house Whats a good budget for something like this Even if you are already using business simulations, business gamification, or serious games, this guide will help you be...

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