



game solution



**Game solutions for
training and further education,
communication and marketing**

Games speak a language everybody understands.

We develop and produce playful tools for businesses and institutions that can be used for training and further education purposes as well as internal and external communication. We are convinced that playful, experience-oriented learning makes it possible to convey knowledge that won't be quickly forgotten.

- 🧠 Games get players actively involved, give them a chance to apply and internalize their knowledge and skills as well as to learn something new.
- 🧠 Games open up many different ways to practice real-life situations in a safe environment.
- 🧠 Games trigger positive emotions and open-minded attitudes, are fun and pique players' interest in examining the material offered.



Many things become easier when learned in a playful manner:

- 🧠 learning new material and applying current knowledge
- 🧠 understanding complex processes and content or the way an economic principle works
- 🧠 communicating a company's values and key messages or conveying sensitive content

We develop and produce playful solutions.

game solution ag was founded in Zurich in early 2002.

Our core team consists of four partners with extensive experience in the areas of game development, training and further education, personnel development, communication and project management.

When developing our products and providing our seminar and workshop services, we actively cooperate with an international network of experienced specialists.

Our products and services are available in German, English, French and Italian.



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We offer versatile, game-based solutions from conception to implementation and application.

PRODUCTS

Simulations
and
business
games

Board and
card games

Role plays

SERVICES

Game development

Training and further education

Management seminars

Soft skill training sessions

Workshops

Events and meetings

Game solutions are an effective method for training and offering further education opportunities.

Those of us at game solution feel that playful solutions are one of the best and most appropriate learning methods available to meet specific needs. The special effect of using games as a method of conveying specific subject matter is that the students must actively examine the topic to be learned. Unlike simple, straightforward teaching, this playful approach not only allows students to acquire knowledge but also to learn how to apply the information taught. Only that can promote independent action and guarantee networked thinking.

Focused on educational goals

- Playful solutions are based on what is required of students in a particular lesson module. They pursue a defined goal.

Focused on actions

- Playful solutions promote an integral, differentiated perspective of a problem and put students' application, analytical, planning and evaluation skills to the test.

Focused on the transfer from theory to practice

- With playful solutions, students apply their theoretical knowledge in practical decision-making situations.


Focused on actual personal surroundings

- Playful solutions establish links to students' realms of experience and add reality, or at least a representation thereof, to the lesson. Social and cooperative communication processes are also integrated.




This is also the reason why we exclusively conduct our training and further education seminars based on simulations, board games and role plays.

When is a simulation ideal?

 Business game simulations make it possible to approximate reality based on a model: complex systems and procedures are imitated and, at the same time, presented in a simplified manner. Our models depict and simulate the central functions and decision-making problems that exist in management or a business cycle. Decisions made by participating groups are sent to one central game director system and assessed. Business game simulations are computer or web-based.

When is a board game ideal?

 People often forget what they've heard. Long-term understanding of a situation, however, comes once they've worked out and accomplished something on their own. Studies have shown that most people learn material most

effectively when the focus is on their own experiences and actions. Since the individual decisions are physically listed on the playing field of the board game, participants are always fully aware of the repercussions of their actions.

When is a role play appropriate?

- 🗨️ Role plays allow specific situations to be set up in which the participants must make decisions and statements that can then be evaluated and compared. Our role play platforms establish rules for various behavioral factors and specify how to interpret these in the role play, thus providing a sound basis for qualitative feedback. That means that, if you use a role play developed or used by us, you have an ideal tool for conducting soft skill training sessions in the areas of leadership, team and personnel development or employee assessments.

When should a customized game be used?

- 🗣 In addition to our ready-made simulation, board game and role play products, we also offer our customers the option of having customized solutions made. If you need a seminar or teaching tools for a specific sector, business, topic or field, we would be happy to develop a seminar script or educational game to suit your task and meet your specific needs.

Game solutions are an effective method of internal and external communication.

Do you want to reach new and existing target groups with an unconventional yet successful and enduring form of communication? Those of us at game solution will create an individual game specifically for your company. No remake of an old classic, no playing cards with your logo on the back, but a new, unique game that shifts your company or its products and services to the center of an interesting, attractive parlor game.





This will give you a top-quality product that can compete against other games on the international parlor game market. A product that is every much a game as it is a means of communication.

Since game development isn't something you do every day, we have a process that







provides you a sound basis for making your decision regarding the implementation of a project with a game as a means of communication.

10 good reasons why you should use a game as a means of communication.

-  Games fascinate people and pique their interest in topics that they would normally not address on their own or would not have access to and, in addition, can sensitize them on specific subjects.
-  Games imply fun and light heartedness, are quickly accepted and create a positive, open mentality among players.
-  Games are ideally suited as the bearers of messages.
-  Games provide a forum for discussing things that are not permitted in real life. Games, on the other hand, permit the jokes and humor that are only rarely acceptable in everyday busi-

ness and dealings with the media, investors and customers.

-  Games let you reach target groups that could not be reached via classical means of communication or your company's business activities.
-  Games are also or even exclusively played during free time. The effect is that people are exposed to a company, product or topic on weekends or after work.
-  Games are appealing and, through positive word-of-mouth advertising, also promote familiarity and awareness.
-  Games establish lasting associations and, without drawing attention to the fact, provide players an intense learning experience which increases their understanding of the game content.



9 Games outlast other media and, since they are played repeatedly, ensure regular communication. Your own game will generate enduring added value.

10 Games are relatively economical compared to costly advertising and work-intensive PR and can be used over a long period of time and have a purely positive effect.



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