

## Gamified Workshop

### Overview

A global life sciences research company commissioned Focus Games Ltd to help improve the induction process for newly hired staff. Previously, staff induction lasted for 3 days and involved 12 divisions from across the company presenting to new staff. Our client realised that the induction process was expensive, boring and didn't help new staff understand the complexities of the company they were joining. They asked us to 'gamify' the induction process in order to make it:

1. Shorter
2. More interactive
3. More engaging
4. More enjoyable
5. More memorable

*Outcome = informed & confident inductees*

### Background

Our client is a research driven organisation that discovers and develops new pharmaceutical products. This process is highly complex, lengthy and very expensive spanning divisions around the world. Within the industry this value chain is described as 'Molecule to Market'. It was this pathway that our client wanted new hires to understand more clearly.

### Practical Considerations

1. Condense the induction while increasing impact
2. Escape from a 'classroom' format
3. Manage and engage 30+ strangers
4. Give divisions and departments direct interaction with group
5. Enable creativity but keep to storyline
6. Don't overload attendees with dozens of 'must know' facts
7. Be able to explain 'Molecule to Market' to family over dinner

### The Workshops

Because 'Molecule to Market' is a linear journey we turned it into a story with 4 chapters. We created a series

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of workshops where 4 teams of new hires collaborate to each write a chapter of this story. To do this they must engage with representatives from each of the divisions within the company to gather information. These chapter's were created on large magnetic boards with pre-printed badges and labels to find and attach plus space for free text.

**SUPPORT FUNCTIONS**

*The glue that binds the organisation.*

*These directorates provide the strategic and tactical support that give XY its purpose and drives its operational success.*



Discussion catalyst.

- Key fact



Discussion catalyst.

- Key fact



Discussion catalyst.

- Key fact



**PRE-CLINICAL TECHNOLOGY AND FUNCTIONALITY**

*Making the product work safely and effectively.*

*Develop, invent and refine the best ways of formulating, manufacturing and packaging the product.*



Discussion catalyst.

- Key fact



Discussion catalyst.

- Key fact



Discussion catalyst.

- Key fact



At the end of the workshop the 4 groups come together and share their chapters while a 'narrator' helps to weave them into a single coherent story. The team with the most comprehensive and easily understood 'chapter' is voted the winner



Photographs of the 'big picture' are taken and presented to each participant as a souvenir and also an aide m emoire.

This approach cut the time required for induction by a half. Participants were engaged and enthused by the approach and the client considers the new induction process to be far more efficient and effective.

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