

ASTD Research: Gamification and Serious Games Spark Interest among Learning Professionals

(Alexandria, VA) April 1, 2014 – Playing games at work used to be a ticket to getting fired, now gaming is an important part of training delivery, according to recent research from ASTD. In the report, [*Playing to Win: Gamification and Serious Games in Organizational Learning*](#), ASTD teamed with the Institute for Corporate Productivity (i4cp) to explore how gaming has emerged as an important, and viable, way to deliver training in organizations. The research is based on surveys and interviews with 551 learning professionals who have hands-on experience with the growing trend.

The report states, “With reference to gamification and serious games frequently in learning and business publications, it’s only natural that learning leaders who haven’t implemented either might wonder if their functions are lagging behind.” The report also finds that despite robust sales of books on the topic, the application of gamification and serious games in business enterprises is not mainstreamed.

Key findings from *Playing to Win: Gamification and Serious Games in Organizational Learning* include:

- Despite significant interest in gamification and serious games, only one in four surveyed said their organization currently used gamification in learning; and one in five, used serious games.
- Enthusiasm is high for those using gamification and serious games; 37 percent using gamification and 51 percent using serious games rated the methods highly effective.
- Gamification is most often used for all-employee training and for new employees’ orientation or onboarding.
- Making learning fun and encouraging innovation and creativity are top reasons for using gamification.

Playing To Win: Gamification and Serious Games in Organizational Learning, is available on the ASTD store. Visit <http://store.astd.org/Default.aspx?tabid=167&ProductId=25707>.

About ASTD

ASTD (American Society for Training & Development) is the world’s largest professional association dedicated to the training and development field. In more than 100 countries, ASTD’s members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 120 U.S. chapters and with 10 international strategic partners. ASTD started in 1943 and in recent years has widened the profession’s focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.