



## SMART LEARNING IN A WORLD OF DIGITAL TRANSFORMATION PROCESSES



### About

#### Serious Business Games

Serious Business Games is becoming a growing topic among HR and L&D professionals worldwide. It has been used for developing technical skills for a long time now but with the appearance of game-based solutions for soft skills development while game-based learning has called the attention throughout the market. ■

#### 5 great reasons to learn whilst playing

- Fill your LMS with innovative internal audit learning opportunities
- Surprise your employees with an entertaining training format
- Offer internal audit training worldwide on multiple devices
- Increase employees' interest in further audit education
- Learn in a familiar language in up to 12 languages



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# SMART LEARNING

IN A WORLD OF DIGITAL TRANSFORMATION PROCESSES



## Content

### Game Based Learning, Serious Business Games and Gamification

About Serious Business Games

Page 2

### Our Serious Business Games Products

Pacific, ADA, 2100, Triskelion, Merchants

Page 4



#### Serious Business Game | PACIFIC

Serious Game on Audit Leadership and Audit Engagement Management

Page 6



#### Serious Business Game | ADA

Serious Business Game for internal Audit Communications, training and employee onboarding

Page 7



#### Serious Business Game | 2100

Serious Business Game for Audit Engagement Management customer service

Page 8



#### Serious Business Game | TRISKELION

Serious business Game for time management and personal productivity

Page 9



#### Serious Business Game | MERCHANTS

Serious Business Games for internal auditors for negotiation and conflict resolution

Page 10

### Case Studies

What do our customers think about Serious Business Games?

Page 11

### Case Study | Abu Dhabi Airports

Serious Business Games – Successful Internal Audit Training

Page 12

### FLAi 2018 & Campeonato de auditores internos

Alianza de colaboración

Page 14



International Audit Trainings

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# Smart Learning

in a World  
of Digital  
Transformation  
Processes

Join our Serious Business Games



## Game Based Learning, Serious Business Games and Gamification

### About Serious Business Games

Serious Business Games is becoming a growing topic among HR and L&D professionals worldwide. It has been used for developing technical skills for a long time now but with the appearance of game-based solutions for soft skills development while game-based learning has called the attention throughout the market. In the rush, some concepts like “gamification” and “game-based learning” are still getting confused.

### Gamification

We can use gamification to help our training purposes but gamification is not a training tool itself. Gamification uses game mechanics to engage students in our training efforts. Some of the gamification techniques used are: competition, stories, achievement, levels, status and rewards. We can certainly use these techniques to increase motivation, make our training fun, engage students and improve completion rates but they will not help to make students learn. The learning process requires a concept to be learnt, the ability to put this concept into practice and the possibility of receiving personalized feedback as to visualize the results of our performance.

*Game learning process requires a concept to be learnt, the ability to put this concept into practice and the possibility of receiving personalized feedback.*

### Game-based learning

That is where game-based learning comes into the scene. Game-based learning happens when the game itself is teaching the student. Imagine the story of a game or its characters are teaching you concepts. Suppose the game integrates a simulation that allows students to practice those concepts and receive personalized feedback. Then the learning is happening through the game. The game is ensuring experiential learning is taking place. Some role-plays, simulations or group dynamics are examples of game-based learning used in the past. Video game technology has boosted the possibilities of these tools.

*Game learning process requires a concept to be learnt, the ability to put this concept into practice and the possibility of receiving personalized feedback.*

### Summarizing

That is where game-based learning comes into the scene.

Game-based learning happens when the game itself is teaching the student. Imagine the story of a game or its characters are teaching you concepts. Suppose the game integrates a simulation that allows students to practice those concepts and receive personalized feedback. Then the learning is happening through the game. The game is ensuring experiential learning is taking place. Some role-plays, simulations or group dynamics are examples of game-based learning used in the past. Video game technology has boosted the possibilities of these tools.



## Game-based learning platform for integrate corporate business training

“Discover the key ingredients  
for improving user *motivation*  
and *engagement*”



### Why do you recommend them?

We are going to offer you several reasons why the Serious Business Games are an excellent opportunity to take into account into your company trainings.

#### Efficiency and results go hand in hand

We could summarize it in the following points:

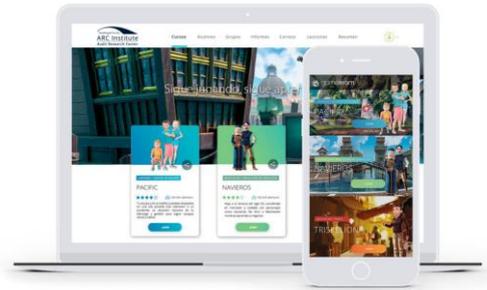
1. Learn how to **increase your completion rate up to 90%**
2. Discover the key **ingredients for improving** user motivation and engagement
3. Find out how to **turn your users into professionals**, not only readers or attendants
4. Learn how to make your training experience **better and more effective**



#### Why a Serious Business Game?

As it has become evident in several studies, among them we highlight the one carried out by the Technical University Federico Santa María Valparaíso (Chile). Learning through play, there are a series of variables that are repeated when we use this way of internalizing knowledge:

1. Increases leadership
2. Improves decision-making
3. Optimizes time and task management
4. Boosts conflict resolution
5. Improves communication



#### And all this is provided by the Serious Business Games?

Indeed, mainly because they allow us to:



##### Useful content:

Skills with a direct impact:  
leadership, negotiation,  
time management, personal  
productivity and customer service.

Skills turned into a set of tools,  
strategies and techniques which  
are directly applicable.



##### Gamification:

Storytelling, badges and levels  
to generate 'engagement'.

Rankings and challenges to  
increase motivation in  
the participant.



##### Game-based learning:

Sophisticated simulators  
representing real situations.

Safe environment for the  
employee to practice and  
receive feedback for  
improvement.





# SMART LEARNING

IN A WORLD OF DIGITAL TRANSFORMATION PROCESSES



## Our Serious Business Games Products



**PACIFIC**  
 Serious Game on Audit Leadership and Audit Engagement Management

**General description:**

Pacific is a survival adventure that challenges the student to escape with a team from a desert island where they are stranded following a plane crash. The chances of escaping with their lives will depend on the student's ability to manage and motivate the team.

Pacific is an online course based on a simulator that recreates real-life audit leadership management situations to practice their leadership skills and manage teams effectively.

Pacific is available in many different languages.



**ADA**  
 Serious Business Game for internal Audit Communications, training and employee onboarding

**General description:**

The year is 2127. A post-apocalyptic world. Civilization as we know it has disappeared. The dark shadow of extinction hangs over humanity. And you are our only hope for saving the last survivors of a species on the brink of extinction.

This is the scenario the student encounters in this adventure packed with challenges, tests and obstacles, in which knowing your company becomes vital for achieving the great objective: saving humanity.

As a tool embodied as a Serious Business Game designed for use by human resources, training and development, communications and recruitment departments, ADA is proficient in converting any communication, training, employee onboarding process ...into an exciting and fun experience capable of involving all employees.

**Currently available trainings:**

<ul style="list-style-type: none"> <li>✓ Process &amp; Performance Audit</li> <li>✓ Operational Audit Tool Set</li> <li>✓ Quality Management Internal Audit</li> </ul>	<ul style="list-style-type: none"> <li>✓ Audit Report Writing</li> <li>✓ IARCA Methodology</li> <li>✓ Data Protection Audit</li> </ul>
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**International Audit Trainings**  
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More information & videos  
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## 2100

Serious Business Game for audit engagement management customer service

### General description:

2100 is a futuristic adventure in which we travel forward in time to begin from zero in a huge corporation. The goal is to become the company's CEO. Your success ... or failure will depend on your capacity to listen to, help and take care of your customers.

2100 is the first simulator on the market specializing in developing audit engagement management customer service skills and recreates up to 27 „real“ situations to work on a total of 17 skills.

2100 is available in several languages.

## Our Serious Business Games Products



## TRISKELION

Serious business Game for time management and personal productivity



### General description:

In the first century, Lucius Annaeus Seneca left behind an admirable legacy for humanity. This Spanish-born philosopher from Cordoba discovered the secret to success, prosperity and happiness. His secret was safeguarded for 2,000 years by the Order of Wisdom, whose members continued prospering and improving, and they eventually created the most comprehensive time audit management system ever.

Triskelion is an online course based on a simulator that recreates real situations so that we may learn how to develop our own personal productivity and time management systems.

## MERCHANTS

Serious Business Games for internal auditors for negotiation and conflict resolution



### General description:

Merchants is a unique learning experience set in 15th-century Venice. The student plays the role of Carlo Vecchio, a young merchant whose mission is to become the greatest merchant of the age while being mentored by Leonardo da Vinci or Machiavelli.

Merchants is an online negotiation course **highly recommended for internal auditors**, based on a simulator that recreates 6 real cases of negotiation in which the student applies his or her skills to negotiate, communicate a proposal effectively and resolve conflicts.



More information

Most Wanted International Audit Trainings:

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More information & videos  
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## PACIFIC

Serious Game on Audit Leadership  
and Audit Engagement Management

Available languages: 

### General description:

Pacific is a survival adventure that challenges the student to escape with a team from a desert island where they are stranded following a plane crash. The chances of escaping with their lives will depend on the student's ability to manage and motivate the team.

Pacific is an online course based on a simulator that recreates **real-life Audit Leadership Management situations** to practice their leadership skills and manage teams effectively.

Pacific is available in many different languages.

### Methodology:

The game-based learning methodology developed by Gamelearn is a combination of 3 elements:

1. **Quality content**, equivalent to a two-day classroom course with a strong practical focus that is useful and has a direct application at work.
2. **Gamification techniques** such as storytelling, rankings, levels and badges so that learning becomes a different and fun experience in order to generate student engagement.
3. **An advanced simulator** that recreates leadership situations that are similar to real life so that the student can practice in a safe and stress-free environment while also receiving personalized feedback with areas for improvement..

The content of Merchants is based on the Harvard negotiation method designed by Professors Roger Fisher, Bruce Patton and William Ury. This method is supplemented by the effective negotiation method devised by Dr. Chester L. Karrass.



### Objetives:

Pacific is an online game-based learning course for leadership and audit engagement management teams in which you will learn and apply strategies, techniques and tools to develop and improve your leadership and team management skills.

- Discover a step-by-step manual for building your audit leadership management skills and managing high-performance teams..
- Learn and practice techniques to increase team effectiveness, efficiency and performance.
- Enhance your communication skills and improve your ability to delegate, provide feedback, coach and assess performance..
- Learn tips for motivating, rewarding and resolving conflict within the team..



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# ADA

Artificial Intelligence  
Variable Audit Content Game

Available languages:



## General description:

The year is 2127. A post-apocalyptic world. Civilization as we know it has disappeared. The dark shadow of extinction hangs over humanity. And you are our only hope for saving the last survivors of a species on the brink of extinction.

This is the scenario the student encounters in this adventure packed with challenges, tests and obstacles, in which knowing your company becomes vital for achieving the great objective: saving humanity.

As a tool embodied as a Serious Business Game designed for use by human resources, training and development, communications and recruitment departments, ADA is proficient in converting any communication, training, employee onboarding process ...into an exciting and fun experience capable of involving all employees.

## Goals:

ADA is a gamification tool at the service of your training and internal communications.

With ADA, you will be able to:

- Multiply engagement in your training processes and internal communications.
- Convey information uniformly and instantaneously to geographically diverse staff.
- Save in terms of time and costs.
- Shore up your company's digital transformation.
- Communicate "innovation", "technology" and "fun" from your department.

## Characteristics:

ADA's audit content engagement management lets you design your own Serious Business Game with the contents that you want to incorporate: up to 100 pieces of information in text, presentation, video or audio format.

Create as many versions as you want. And it's as easy as simply dragging and dropping documents into a folder.

## Currently available trainings:

- ✓ Process & Performance Audit
- ✓ Operational Audit Tool Set
- ✓ Quality Management Internal Audit

- ✓ Audit Report Writing
- ✓ IARCA Methodology
- ✓ Data Protection Audit





## 2100

Serious game for auditing customer focused processes

Available languages:



### General description:

2100 is a futuristic adventure in which we travel forward in time to begin from zero in a huge corporation. The goal is to become the company's CEO. Your success ... or failure will depend on your capacity to listen to, help and take care of your customers.

2100 is the first simulator on the market specializing in developing audit engagement management customer service skills and recreates up to 27 „real“ situations to work on a total of 17 skills.

### Methodology:

The game-based learning methodology developed by Gamelearn is a combination of 3 elements:

1. **Quality content**, equivalent to a two-day classroom course with a strong practical focus that is useful and has a direct application at work.
2. **Gamification techniques** such as storytelling, rankings, levels and badges so that learning becomes a different and fun experience in order to generate student engagement.
3. **An advanced simulator** that recreates leadership situations that are similar to real life so that the student can practice in a safe and stress-free environment while also receiving personalized feedback with areas for improvement..

The content of Merchants is based on the Harvard negotiation method designed by Professors Roger Fisher, Bruce Patton and William Ury. This method is supplemented by the effective negotiation method devised by Dr. Chester L. Karrass.



### Objetives:

2100 is an online game-based course in which you will learn and practice internal audit strategies, techniques and tools to develop and improve your customer service skills.

- Learn, practice and develop your customer service skills by resolving up to 27 real-life situations..
- Develop your business acumen.
- Improve your empathy, initiative, proactive engagement and conflict management skills.
- Understand the importance of ratings and customer reviews on social media.

### Characteristics:

A learning program built around the game-based on audit learning methodology:

- ✓ Applicable and practical.
- ✓ Revolutionary and powerful.
- ✓ Addictive and innovative.
- ✓ Experiential learning.
- ✓ Flexible, quick and easy to play.
- ✓ Fun and entertaining.
- ✓ Unique.

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More information & videos  
[@TheAuditChallenge](#)



## TRISKELION

Serious game for time management and personal productivity

Available languages:



### General description:

In the first century, Lucius Annaeus Seneca left behind an admirable legacy for humanity. This Spanish-born philosopher from Cordoba discovered the secret to success, prosperity and happiness. His secret was safeguarded for 2,000 years by the Order of Wisdom, whose members continued prospering and improving, and they eventually created the most comprehensive time audit management system ever.

Triskelion is an online course based on a simulator that recreates real situations so that we may learn how to develop our own personal productivity and time management systems.

Triskelion was developed based on the Getting Things Done (GTD) productivity method created by David Allen. It also utilizes the productivity tool developed by Stephen Covey known as "The Four Quadrants" and the strategies conceived by Brian Tracy in his book "Goals!", and audit management .

### Objetives:

- Develop your own system for improving time management and personal productivity.
- Learn to plan, prioritize and achieve goals.
- Discover tips and techniques for managing your day-to-day tasks and making the right decisions.
- Make use of tools to avoid procrastination, improve efficiency and enhance your performance.

### Characteristics:

A learning program built around the game-based on audit learning methodology:

- ✓ Applicable and practical.
- ✓ Revolutionary and powerful.
- ✓ Addictive and innovative.
- ✓ Experiential learning.
- ✓ Flexible, quick and easy to play.
- ✓ Fun and entertaining.
- ✓ Unique.

### Target audience:

While Triskelion is intended for all profiles, it is particularly suitable for professionals and more precisely for audit leadership management looking to enhance their efficiency and productivity who need handle substantial workloads and/or have problems dealing with stress.



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## MERCHANTS

Serious Game for Audit Negotiation, Moderation, Conflict Resolution

Available languages:



### General description:

Merchants is a unique learning experience set in 15th-century Venice. The student plays the role of Carlo Vecchio, a young merchant whose mission is to become the greatest merchant of the age while being mentored by Leonardo da Vinci or Machiavelli.

Merchants is an online negotiation course highly recommended for internal auditors, based on a simulator that recreates 6 real cases of negotiation in which the student applies his or her skills to negotiate, communicate a proposal effectively and resolve conflicts.



### Metodología:

The game-based learning methodology developed by Gamelearn is a combination of 3 elements:

1. **Quality content**, equivalent to a two-day classroom course with a strong practical focus that is useful and has a direct application at work.
2. **Gamification techniques** such as storytelling, rankings, levels and badges so that learning becomes a different and fun experience in order to generate student engagement.
3. **An advanced simulator** that recreates leadership situations that are similar to real life so that the student can practice in a safe and stress-free environment while also receiving personalized feedback with areas for improvement..

The content of Merchants is based on the Harvard negotiation method designed by Professors Roger Fisher, Bruce Patton and William Ury. This method is supplemented by the effective negotiation method devised by Dr. Chester L. Karrass.

### Objetives:

Merchants is an online game-based learning course for negotiation and conflict resolution in which you will learn and apply strategies, techniques and tools to develop and improve your negotiation and conflict resolution skills.

- Build trust and hone your skills with 6 challenging real-life negotiation cases.
- Understand the importance of knowing the interests of the other party.
- Develop techniques to increase your bargaining power and forge lasting and successful partnerships.
- Discover the keys to preparing and presenting a proposal effectively.
- Make use of tools to increase the benefits of an agreement.

### Characteristics:

A learning program built around the game-based on audit learning methodology:

- ✓ Applicable and practical.
- ✓ Revolutionary and powerful.
- ✓ Addictive and innovative.
- ✓ Experiential learning.
- ✓ Flexible, quick and easy to play.
- ✓ Fun and entertaining.
- ✓ Unique.



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We work with some of the biggest brands and companies in the world.

Here you will find some practical case studies that show us how some companies have successfully used the Serious Business Games and the results they have obtained in their companies, as well as some of the opinions of those responsible.

The Serious Business Games have also received numerous awards throughout their trajectory, which demonstrate the quality with which they offer business training in sectors with internal auditing.



“Through game-based learning, we have achieved excellent results, which is what we have always sought to do in two complex areas such as productivity and ‘engagement’ of the employee.”

**Juan Tinoco**  
*HR Director de LG Spain*



“This initiative has engaged our employees and it has really proven to be attractive to them; that is why it has been a success.”

**Luis Sagi-Vela**  
*Training & Development Manager at MAN & TRUCK Iberia*



“The response to the course has been very positive, to the point where we have identified cases in which the employee has invested time of his private life to complete the training.

**Miklos Szaszky**  
*HR SSO Learning & Development Lead at Bombardier*



Watch more case studies and videos on our Youtube Channel:



# CASE STUDY | Abu Dhabi Airports

## Serious Business Games – Successful Internal Audit Training

- Internal Audit achieves an increase in their employees' motivation and optimized audit negotiations by training them with business game-based learning methodology -



Internal Audit Staff: **7 (5 nationalities)**

Audits executed each year: **45**

Training days p.a. is one of our KPIs

Cycle time to release IA reports < 3d

*"We strive to exceed expectations and achieve the highest standards in everything we do. We are creative in our approach to business and realistic about the goals we set. Hence, it is our duty to provide team members with tools and methodologies that help them to further develop their knowledge and skills. This allows us having an impact in an innovative, fun and efficient way on their motivation to learn more effectively."*

**Torben Hilbertz** | SVP Internal Audit

*"I liked the innovative and fun way of learning and transferring knowledge."*



More Information:

[www.ARC-Institute.com](http://www.ARC-Institute.com)

### MERCHANTS

*Effective and practical learning of audit negotiation skills, moderation and conflict resolution strategies*

Merchants is a unique learning experience based on a simulator that recreates 6 real cases of negotiations in which participants apply their skills to negotiate, communicate a proposal and audit solutions effectively and resolve conflicts. Merchants is an online audit negotiation course set in 15th-century Venice. The training participant plays the role of Carlo Vecchio, a successful merchant whose mission is to become the greatest merchant of the age, while being mentored by Leonardo da Vinci or Machiavelli. Merchants is a multi-language course, available currently in English, Spanish, French, German, Italian, Portuguese, Dutch, Turkish and Chinese.

### Results: Motivation, effectiveness, applicability...

The results obtained with the training program through Serious Business Games implemented by Abu Dhabi Airport have been classified into two levels. First level. Here is the main goal of the audit training program with overwhelming results: Better motivated internal auditors prepared on the one hand for audit negotiations and moderation and on the other hand taking part into digital transformation process by using gamification in audit training.

### Challenge: To connect innovation with training

Abu Dhabi Airport decides to commit to the Serious Business Games as the ideal learning tool to address the identified needs. To that purpose, it implements the Gamelearn ARC learning platform focused on the development of 'audit soft skills':

Serious games are designed with a sole purpose: personal and professional development of the professional. The skills to be developed are turned into a set of techniques, strategies and tools with a high degree of applicability to the job. Serious Games are hosted on an online, multi-device platform, which facilitates training self-management: the participant decides when and where to do the training. The Serious Business Games represents innovation and revolution in audit training.



# CASE STUDY | Abu Dhabi Airports

## Serious Business Games – Successful Internal Audit Training

- Internal Audit achieves an increase in their employees' motivation and optimized audit negotiations by training them with business game-based learning methodology -



### Triskelion [18 CPE]

- Increase your own productivity and improve time management
- Optimized Decision Making in **Operational Audit Situations:** Plan, prioritize and achieve Engagement Goals | Successful audit project management.

### ADA

ADA is an **Audit Business Game** on multidimensional storyline base. Currently developed Internal Audit Trainings are:

- **Game 1:** ADA GDPR Data Protection Audit [8 CPE]
- **Game 2:** ADA onboarding FTAQP – Fast Track Audit Qualifying Programme [16 CPE]
- **Game 3:** ADA Process & Performance Audit Techniques | Operational Audit Tool Set [16 CPE]



More Serious Business Games:  
[www.ARC-Institute.com](http://www.ARC-Institute.com)

### High degree of applicability

One of the requirements established by Abu Dhabi Airport has focused on turning training into a really useful tool for the employee. Connecting the training with the professional and personal success of the employee has been vital to the success of the project. This is confirmed by the quality survey conducted within 90 days of completion of the course: 97% of the employees ensure that they apply the techniques, strategies and skills learned in their daily work and in their personal lives.



*"Today I am a better audit negotiator. Learning is much easier and quicker with Serious Business Games. If you're having fun with what you're doing, you will learn better!"*

### Optimization of training costs

Although not the initial goal sought by the Training and Development department, this audit training program has had a significant result for Abu Dhabi Airport in the area of training costs.



On the one hand, the easy implementation of the online access platform (without additional software), and on the other hand, the game-based nature of the training (it has only required a device with Internet access because of html5) have allowed for more than significant savings:

Training costs per employee have been reduced by a 63% compared to the average investment in the rest of training solutions, especially classroom lessons. This way, Abu Dhabi Airport has secured an efficient 'tool' to increase the motivation of its workforce, becoming one of the first experiences worldwide to demonstrate the effectiveness of the business game in this field.



# CLAI 2018

## XXIII CONGRESO DE LA AUDITORÍA INTERNA DE AMÉRICA LATINA

DEL 21 AL 24 DE OCTUBRE DE 2018. FOZ DO IGUAÇU (BRASIL)

SABER MÁS DEL CLAI 2018

### CLAI 2018



#### International Audit Trainings

<http://MostWanted.Internal-Audit-Strategy.com>

#### Partnership

We communicate the recent collaboration alliance established with the ARC Institute | Audit Research Center of Germany.

ARC Institute | Audit Research Center, was born under the auspices of the University of Frankfurt dedicated to the research of various training methodologies for internal auditors and in collaboration with the IIA (Institute of Internal Auditors), one of the main references in the sector.

Through them, FLAI will obtain advantages in training and access to the new technologies currently applied in the preparation of internal auditors.

We are confident that this new agreement will be a common benefit of collaboration and progress for all.



## Buscamos el mejor equipo de negociadores de Latino América

FLAI en colaboración con ARC-Institute, le invita a participar en un campeonato Latino Americano de auditores en negociación.

Cada país estará representado por los participantes inscritos en el torneo.

Para la realización del Campeonato se empleará un Serious Business Game denominado **Merchants**.



### El motivo del campeonato

Desde FLAI hemos observado un crecimiento exponencial en la formación de auditores mediante el empleo de *Serious Business Games* y es por ello que hemos pensado en ofrecer esta oportunidad de formación a nuestros asociados, estableciendo una colaboración con ARC-Institute, lo que nos permitirá adentrarnos en esta nueva tecnología y entorno de aprendizaje

### El ganador además obtendrá

- ✓ El orgullo de poder jugar por su país y obtener el reconocimiento de su nación.
- ✓ La posibilidad de obtener interesantes premios.
- ✓ La oportunidad de jugar uno de los más prestigiosos *Serious Business Game* de mayor éxito del mercado.

Más de 1000 empresas internacionales han utilizado y recomiendan esta metodología de aprendizaje

adidas

CISCO

Coca-Cola

DECATHLON

FUJITSU

IBERIA

LG

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pepsi

PHILIPS

TOYOTA

VOLVO

