

Nomination: 5494

Echo, A Serious Game To Learn Coaching Skills

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Gamelearn
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Echo, A Serious Game To Learn Coaching Skills
Category F01 - F70 Solutions, Implementations, and Training Programs or Media > F50 - F68 Training Programs or Media > F55 - Leadership Training
Training Programs or Media Submission Format Written Answers
a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required Released on May 15, 2020
b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required Echo is a dynamic serious game about coaching in which students assume the role of a prestigious coach tasked with assisting an important public figure to effectively implement a global strategy to eliminate plastic from our oceans. Through three simulated coaching sessions within this video game, students acquire a deep understanding of the abilities necessary to perform in real-life coaching scenarios. Students must choose between tactics such as empathy, assertive communication, and neutrality to achieve their goal. At the same time, they must effectively put into practice the use of open-ended questions in order to expand and develop their trainee's self-awareness. Throughout the game, students must utilize their skills and abilities to make sure their coachee defines their objectives, analyzes the reality of the situation, explores alternatives, and designs an action plan. There are many obstacles to overcome and barriers to break through along the way, but if students are able to leave their mark on the coachee, their mark will be left on the world! Echo reinforces the following skills and abilities: <ul style="list-style-type: none">• Coaching.• Empathy.• Assertive communication.• Neutrality.• Effective questioning. Echo is intended for all professional profiles, especially leaders or directors who seek to unleash their team members' maximum talent and performance potential. The main objective of the game is to provide students with the knowledge and practice to develop the tools necessary to become great coaches in order to fuel talent development throughout their teams. They will discover a step-by-step coaching process and learn techniques to command control over conversations across the various coaching stages. The game-based learning methodology used in this serious game is a combination of three elements: <ul style="list-style-type: none">- Quality content with a strong practical focus that is useful and is directly applicable to students' work and personal lives.- Gamification techniques such as storytelling, rankings, levels, and puzzles so that learning becomes a different and fun experience that generates student engagement.- An advanced simulator that recreates real-life situations so that the student can practice in a safe and stress-free environment while also receiving personalized feedback with areas for improvement.

c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required

Echo is part of Gamelearn's serious game catalog, which is offered in its entirety to all subscribers.

Echo has caught the attention of a great number of large and significant companies such as Bayer, Coca-Cola, BBVA, KPMG, Michelin, or Santander, and almost 14,000 students have already played or are playing this serious game since it was released in 2020. 526 organizations in total have trusted Echo to train their employees in the best practices associated with coaching.

The figures obtained are impressive so far. Among its players, Echo has achieved an average completion rate of 96,9% and a score of 8,6 out of 10. 98,7% of users find this serious game applicable to their daily life and 95% of them would recommend it to their colleagues. On top of all that, Echo has reached an average NPS score of 53,3%.

Our Admin is full of positive reviews from students who have played Echo under a variety of different circumstances. We've included some of the reviews we've received here: https://game-learn.com/mkt/awards/stevies/selection-of-reviews-about-echo-2021_2022.pdf

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Through the following links, we'd like to give you access to content that may help you better evaluate the quality and benefits of Echo:

The synopsis describes the story behind the game, its target audience, and the learning objectives. The trailer tries to pique the viewer's interest.

We also provide a press release web link, which had a big impact on other media and focused on Gamelearn's two big releases at the beginning of 2020: Echo and Crypto, another serious game in our catalog.

Finally, there's one of our blog posts exclusively dedicated to Echo.

Webpage Link

<https://game-learn.com/mkt/synopsis/echo/EN.pdf> (<https://game-learn.com/mkt/synopsis/echo/EN.pdf>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/2WLLqbU3SB8> (<https://youtu.be/2WLLqbU3SB8>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.issuewire.com/gamelearn-launches-echo-and-crypto-videogames-on-coaching-and-cybersecurity-1667203122055761> (<https://www.issuewire.com/gamelearn-launches-echo-and-crypto-videogames-on-coaching-and-cybersecurity-1667203122055761>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.game-learn.com/en/resources/blog/how-you-can-develop-the-skills-to-master-coaching-with-the-serious-game-echo/> (<https://www.game-learn.com/en/resources/blog/how-you-can-develop-the-skills-to-master-coaching-with-the-serious-game-echo/>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/13692/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkJjoxMzY5MiwiaWYxsb3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9ySelection%20of%20reviews%20about%20Echo%202021-2022.pdf>)

Would you like to add an additional supporting document?

No

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Terms and Conditions

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