Game-Based Learning for Negotiation and Conflict Resolution

www.game-learn.com
WHAT IT IS

Negotiation is an absolutely critical part of your company’s success

Everyday, your employees negotiate and come to agreements.

Knowing this, we created Merchants, a unique learning experience combining an in-depth course (over ten hours playing time), a virtual-world simulator and a thrilling video game played to understand, practice and learn to negotiate.

Employees assume the role of a 15th century Venetian merchant and are immersed in a competition to grow a maritime trading company, with the goal of being the most successful merchant. Players meet historical figures like Leonardo da Vinci and Machiavelli while learning to negotiate and, as they build financial resources, purchase ships, establish trade routes and deal in valuable commodities.

Players feel like they are negotiating with a real person, and get ongoing and fully personalized feedback. The feedback allows them to learn based on their own decisions, strategies and mistakes. Importantly your employees learn how to negotiate in a safe and risk free environment, which promotes truly effective learning.

Merchants has been played enthusiastically by tens of thousands of employees from some 600 companies, and 99% of them recommend it and say its tips and tools have real world application.
BENEFITS

Thanks to Merchants, the user:

· Builds trust and creates long-term successful alliances
· Understands the other party’s interests
· Avoids negotiating traps
· Practices techniques to increase the negotiating power
· Changes competitive negotiations into collaborations
· Learns to use tools to increase the size of the pie
· Receives keys on how to prepare and communicate so your proposals have greater impact

Thanks to Merchants, the company:

· Achieves high completion rates, applicability and engagement (and fun!)
· Develops skills much more effectively, thanks to the experiential learning and personalized feedback
· Acquires a cost-effective (training at online prices) and quick to transmit a consistent message in different geographic locations
· Increases staff creativity and skill which leads to cost savings and revenue generation
· Fosters an enhanced employee mind-set oriented towards long-term collaborations
· Shows a well-deserved reputation as a forward-thinking provider of cutting-edge training solutions

Available in several languages
Online follow-up of each participant activity and progress
No software installation. Cloud based
Only Internet access and Flash Player required
Course: General
· A virtual mentor who offers master lessons conveying key instructive points
· Several readings to complement the mentor lessons
· Six negotiating cases conveying critical negotiation tips and techniques

Course Section I: Understanding
Case: Resolve a client conflict
· The fundamentals of a negotiation
· Keys to building trust
· How to avoid common mistakes

Course Section II: Information and Interests
Case: Negotiate a sensitive political agreement
· Strategies to obtain information
· Determining objectives and clarifying interests

Course Section III: Flexibility
Case: Secure a business loan
· Focusing on interests vs positions
· Introducing “magic” variables to increase the size of the pie

Course Section IV: Criteria and Procedures
Case: Negotiate a joint venture
· How to use anchor points that satisfy your interests
· Managing variables during the bargaining phase
· 6 essential rules to concessions
· Employing objective criteria and procedures

Course Section V: Communication
Case: Negotiation between sovereign nations
· Checklist to prepare for your negotiation
· Keys to communicating and presenting your proposal

Course Section VI: Review
Case: Hire a highly regarded manager
· Extensive review and application of all you have learned
Gamelearn is leader in soft skills training through video games. With 15 years of experience, it has trained more than 100,000 professionals and boosted performance in more than 600 companies all over the world.

Our course-video game contribute to the development of the essential skills required for personal and professional success: leadership, negotiation and time management.

To learn more about Gamelearn and its pioneering training model, visit: [www.game-learn.com](http://www.game-learn.com)

**Awards and Accolades**

- 2015 Top 20 Training Company
  Training Industry
- 2015 Top Learning Organization
  Elearning! Media Group
- 2014 Top 20 Training Company
  Training Industry
- 2014 Top Learning Organization
  Elearning! Media Group
- Top 10 European Startup
  San Francisco Demo
- Top 5 Spain’s Startup
  Spain Startup Summit
- HHRR Innovation E&E Awards
  Diario Expansión
- Best Service Award
  CIPD’12 Manchester Exhibition

**In collaboration with**

- Cofinanced EXP: TSI-100900-2014-61
- State Program for Promotion of Talent and Employability, included in the State Plan for Scientific, Technology and Innovation Research 2013-2016
- Programa Target USA
- Export Assistance Program