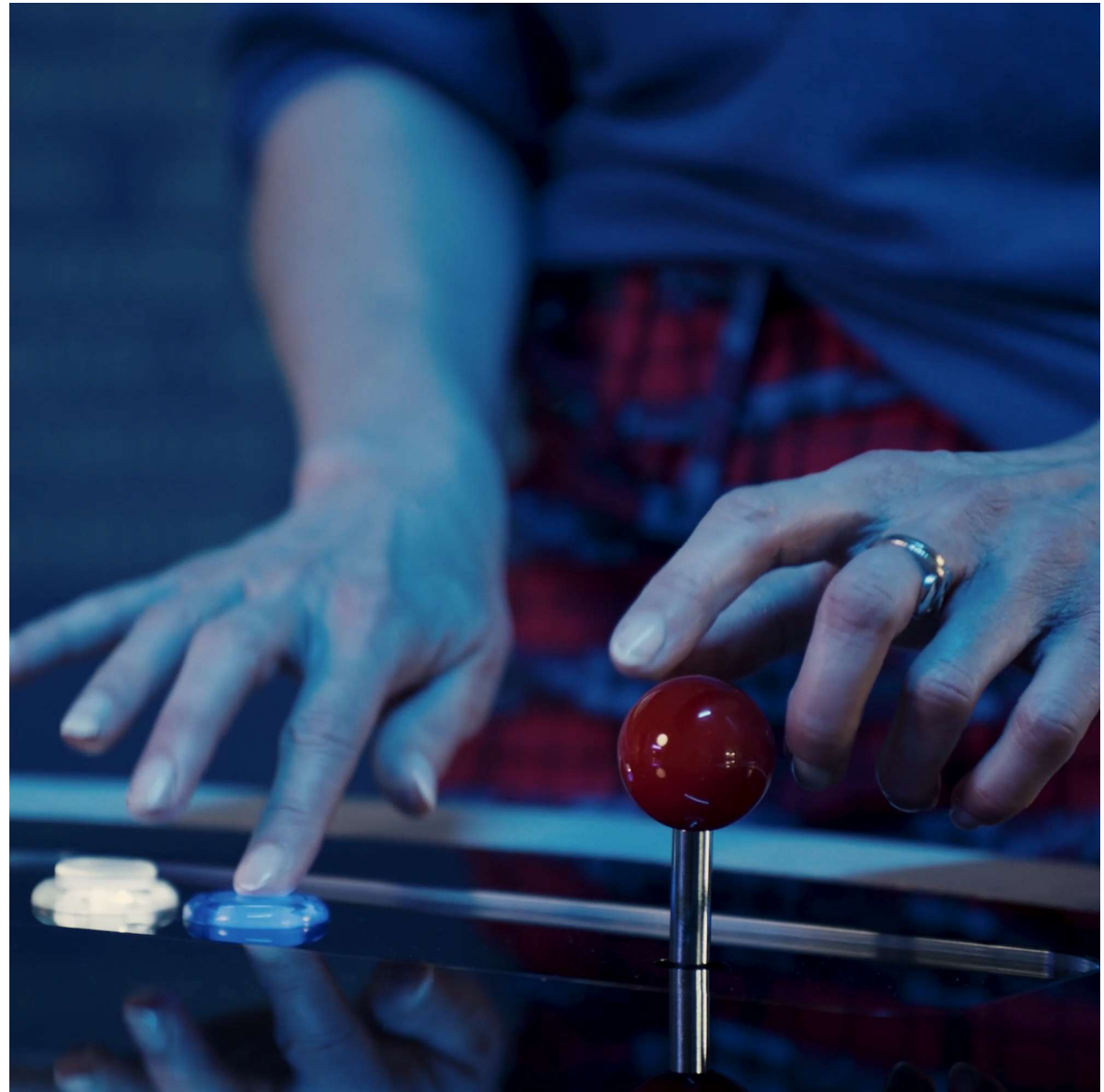


Soft skills tastbaar maken en trainen via videogames

Mark Van Achter

Strides | The Playground | KU Leuven







Soft Skills

Beoordelen?

- Testen op basis van **vragenlijsten** zoals HEXACO/NEO PI of CUBIKS
 - + Evidence-based
 - abstract
 - manipuleerbaar, invulbaar met doel
- Persoonlijke **interviews**
 - + waardevol
 - arbeidsintensief
 - subjectief



Soft Skills

Trainen?

- Interactieve **workshops & coaching**
- **Rollenspellen**
- **Team building** activiteiten

SUMMER HR TRENDS SURVEY: GAMING SKILLS & RECRUITMENT



In 2023, 53% of the surveyed 510 Belgian employers take into account the soft skills acquired through video games during the recruitment process

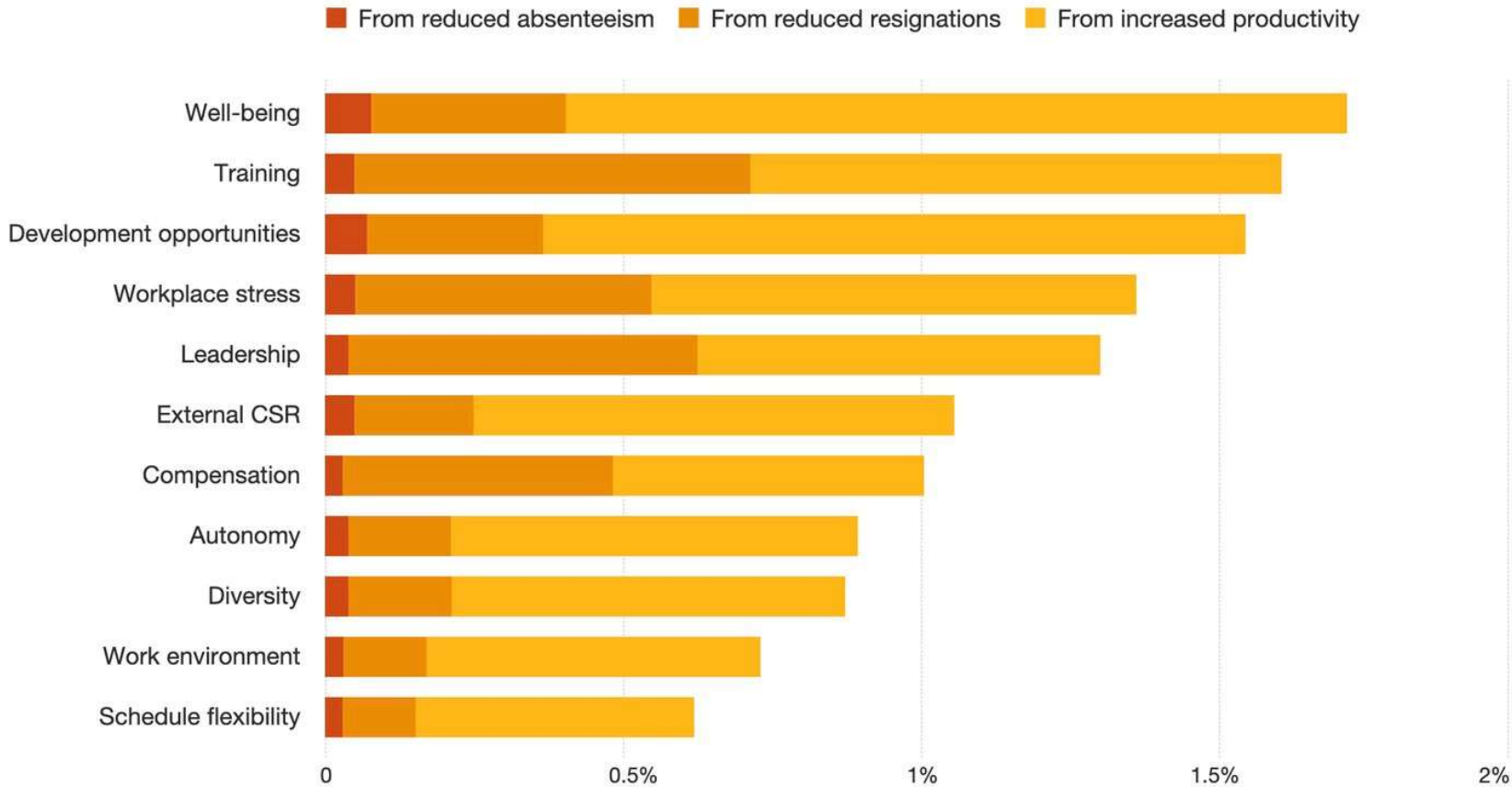
STRIDES



Gamify your employee journey from day 1, and learn from it!



Employee experience as a driver of financial performance



Savings, as a percentage of annual revenues

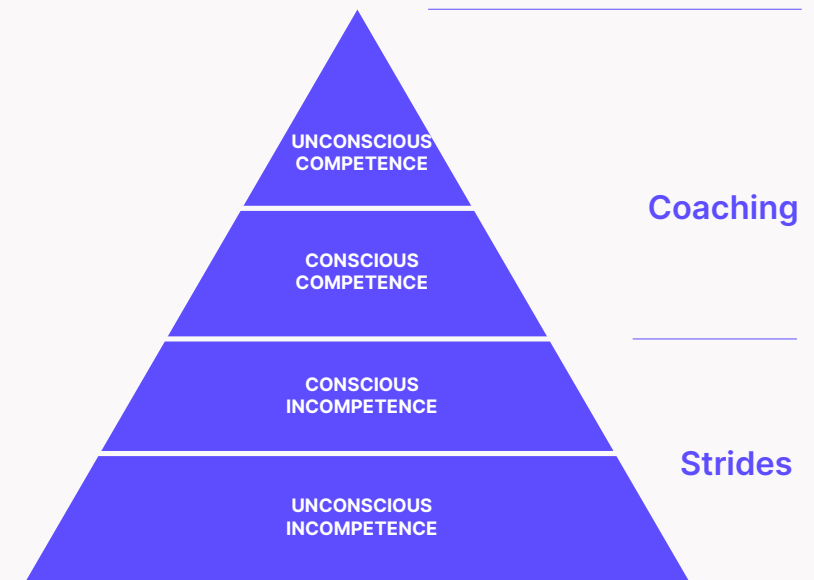
Bastiaan Starink and Jan Willem Velthuisen - What every HR leader needs to show the CFO (PWC, 2023)

Direct learning through Strides

The Strides experience makes teams aware of their behavior during a unique experience in a psychologically safe environment.

The algorithmic data feedback allows expensive coaching to be used more effectively.

4 STAGES OF COMPETENCE



What does Strides measure?

While playing Strides, the following dimensions are being captured at team level:

- Productivity

* A chair at KU Leuven has been launched in 2022 to scientifically validate our data

PRODUCTIVITY

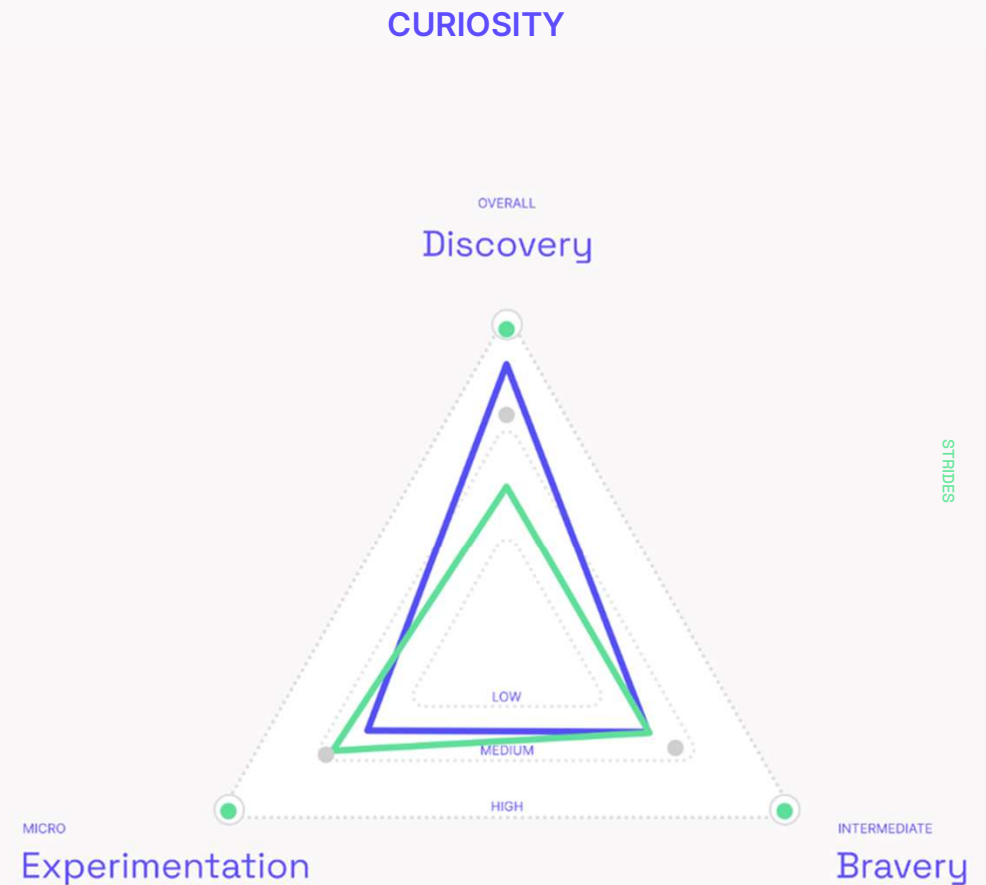


What does Strides measure?

While playing Strides, the following dimensions are being captured at team level:

- Productivity
- Curiosity

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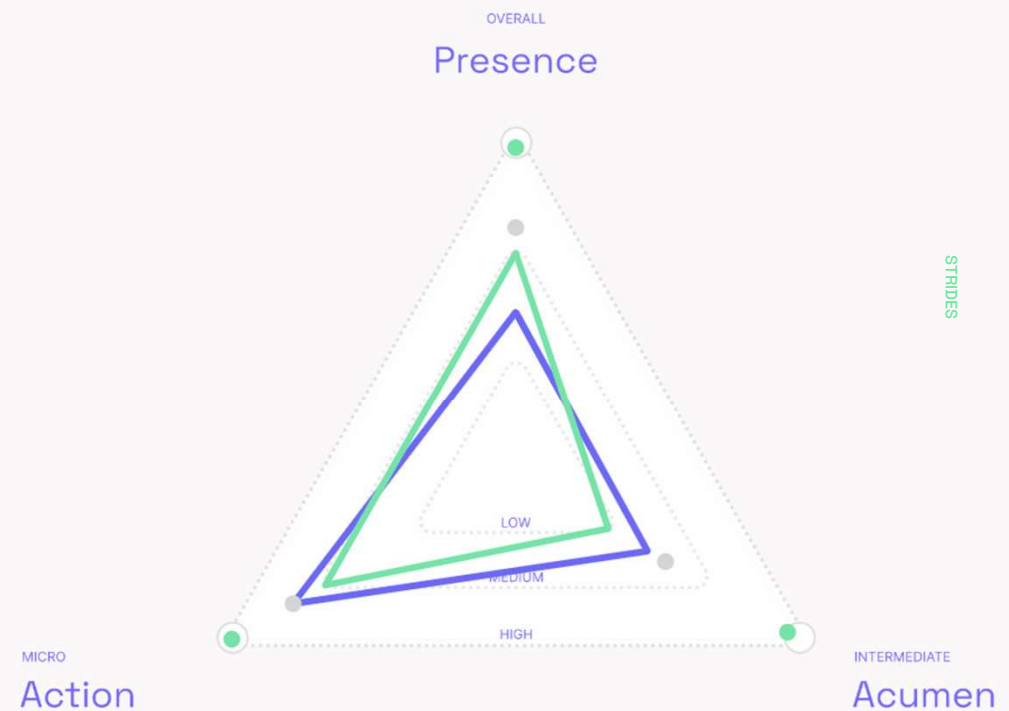
What does Strides measure?

While playing Strides, the following dimensions are being captured at team level:

- Productivity
- Curiosity
- Decision Making

* A chair at KU Leuven has been launched in 2022 to scientifically validate our data

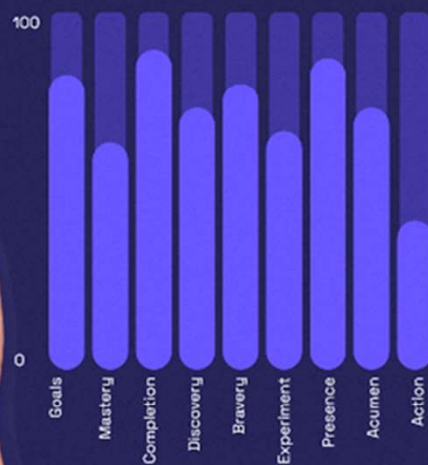
DECISION MAKING



Team 03

Behaviour

You in-game action showed us this team behaviour:



Productivity 74%

Curiosity 65%

Decision making 89%

Our team engagements

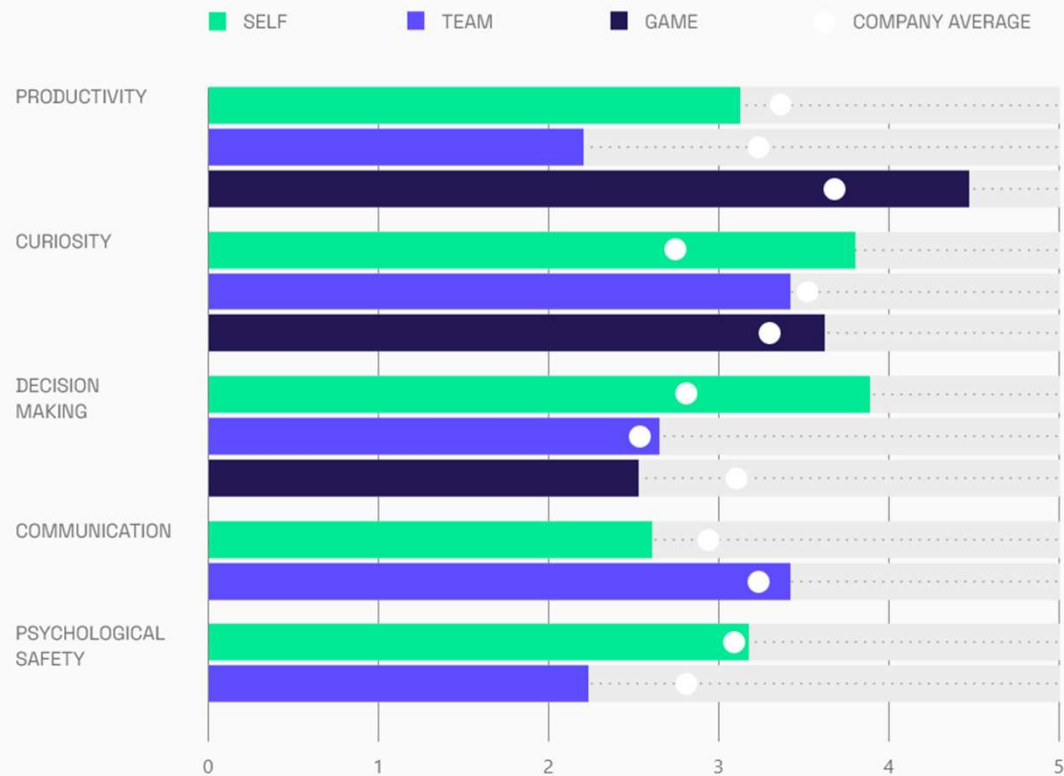
1. share more knowledge
2. ask for help in difficult cases
3. let's take a bit more risk



01/21/2021



Session date 02.02.2023
Team Argonauten
Name Johan de Man



GAP ANALYSIS

This report explores the correlation as well as the gaps between:

Self.

How do I assess these five dimensions for myself during the game?

Team.

How does the team (all four players) assess its overall performance?

Game.

How did the team perform according to the Strides algorithm?

Company average.

How did the team perform against the overall company average?

[LEARN MORE](#)

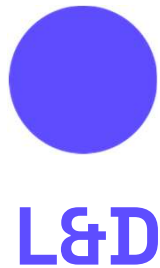
**L&D**

Onboarding

Assure **accelerated integration** in working environment

Directly obtain **automated data reports** to optimize **soft skill match** with job profile requirements and team

Convey **company values** from day 1 to increase cultural fit



Engage & Develop

Component of **soft skill-based training**:

- inclusive leadership
- Big 5 personality awareness
- feedback culture
- safety & DEIB
- soft skills for mgmt positions

Linkable to **coaching models** such as Lencioni, DISC, Insights, MBTI, ...

Useful for **SDG goal 10** on Reducing Inequality in **ESG reporting**

**L&D**

Progress

Data output **mappable to available L&D opportunities** yielding positive learning suggestions for individuals & teams in the LMS

Assure internal mobility by **facilitating reskilling**

Foster **innovative learning culture** in the entire organization, **raise engagement & retention**

Invest in your **company culture**, rather than in burn-out policies... let your **employer brand** shine

**'In een spel zie je snel de ware
aard van een teamlid'**



Deelnemers spelen de Strides-game in The Beacon in Antwerpen.

STRIDES DOET TEAMS BETER SAMENWERKEN

Spel vervangt assessment

Om in te schatten hoe teams samenwerken doen hr-diensten traditioneel een beroep op assessments, rollenspellen of persoonlijkheidsvragen. De Antwerpse start-up Strides ontwikkelde technologie die teams met een digitaal spel leert beter en dynamischer samen te werken. WOUTER TEMMERMAN

“Een algoritme zorgt voor een objectieve analyse van de spel-observaties”
MARK VAN ACHTER,
THE LIQUID HOUSE





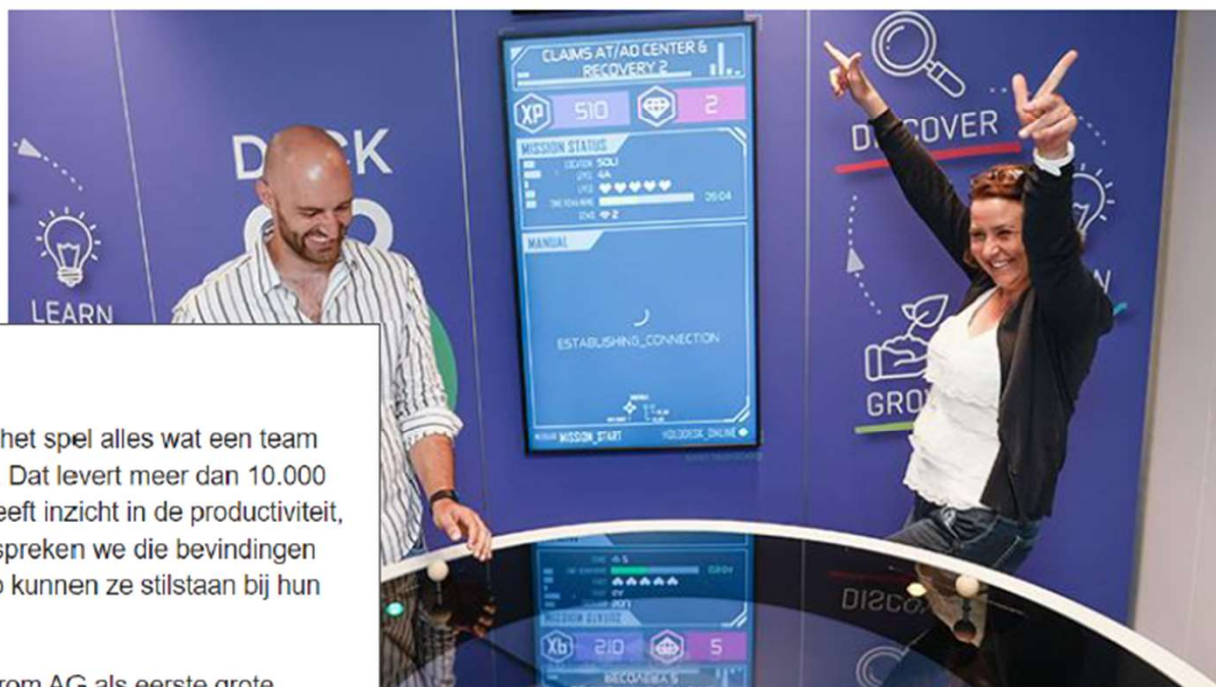
Strides at AG Insurance

Gamification makes learning fun!

Uniek inzicht in teamdynamiek

Terwijl de deelnemers zich inspinnen om de wereld te redden, onthoudt het spel alles wat een team doet. Elke beweging, elke beslissing, elke druk op de knop wordt gelogd. Dat levert meer dan 10.000 meetpunten op. Een algoritme analyseert vervolgens die gegevens en geeft inzicht in de productiviteit, nieuwsgierigheid en beslissingsvaardigheid van het team. "Na afloop bespreken we die bevindingen met het team", zegt Ipek Gebizli van Learning & Development bij AG. "Zo kunnen ze stilstaan bij hun manier van werken en er lessen uit trekken."

Het innovatieve karakter van het concept was meteen ook dé reden waarom AG als eerste grote Belgische bedrijf het videospel voorstelde aan zijn medewerkers. "We geloven heel sterk in het belang van levenslang leren, als individu, als team en als organisatie. In tijden waarin samenwerken vanop afstand zowat de norm is, vinden wij het meer dan ooit nodig om het meeste te maken van de contactmomenten op kantoor en te investeren in de teamgeest en -dynamiek. Klassieke persoonlijkheidstesten gaan vaak over jou als individu, rollenspelen plaatsen je dan weer in een kunstmatige situatie waar je je heel bewust van bent. Maar met dit spelconcept komt echt jouw natuurlijke, onbewuste gedrag in teamverband naar boven en de impact ervan op je teamprestaties. Dat is een innovatieve insteek, die helemaal past in onze visie op opleiding en ontwikkeling", besluit Ipek.



Strides @ AG



- 102 sessions
- 664 participants

• Game

- Fun & surprising
- Orally translate English instructions into French/Dutch

• Workshop

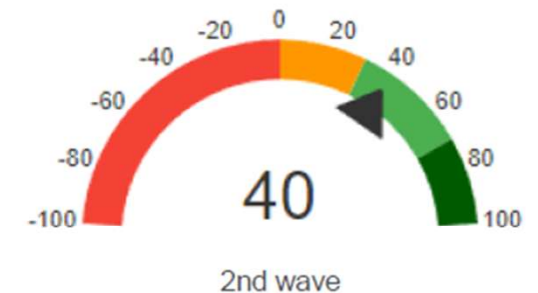
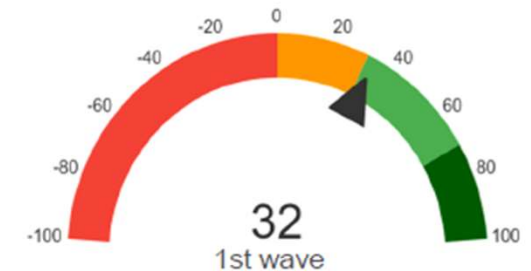
- Overall, very appreciated
- Make it a bit longer to tackle some of the improvement points:
 - Go deeper
 - Give more tips, make it more concrete
 - Create links with the work environnement

Best-rated workshop ever, now full integration in L&D offering

Overall satisfaction



NPS



- Lessons learned Wave 1 were adjusted in Wave 2
- Resulted in a higher score

► Strengthen leadership skills and team cohesion

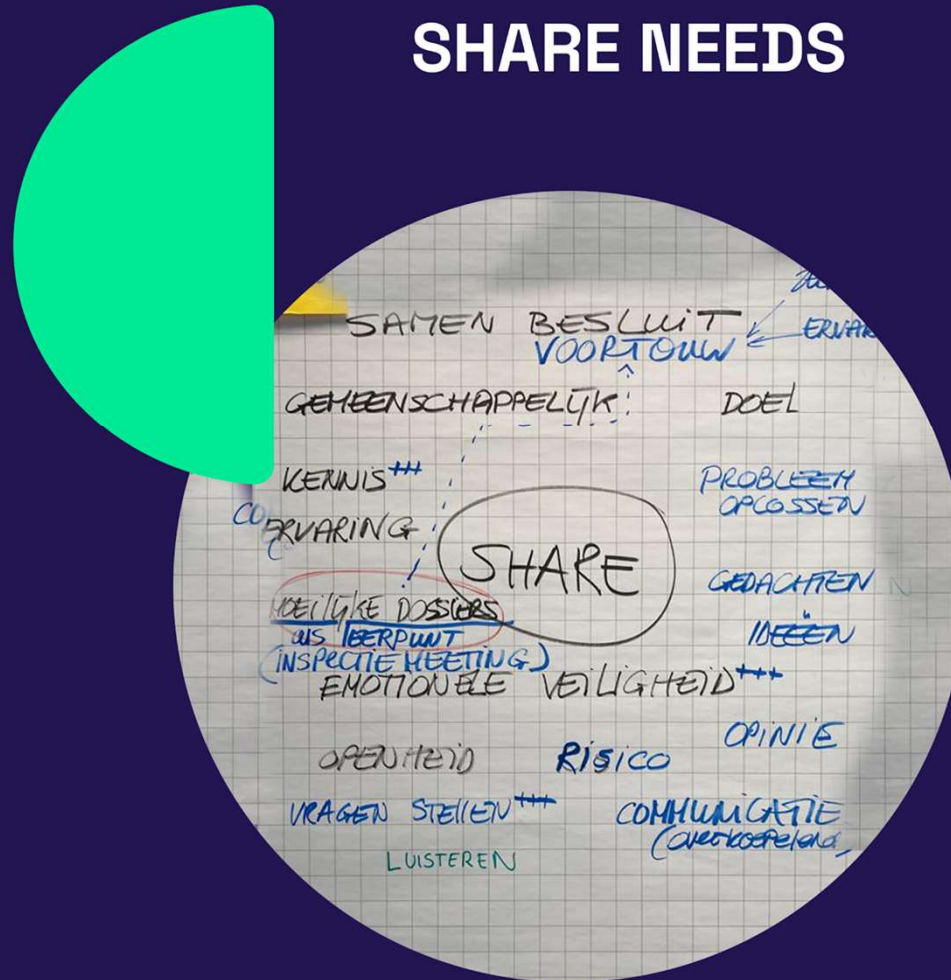


« Een superleuke workshop waarbij je de tijd uit het oog verliest... »

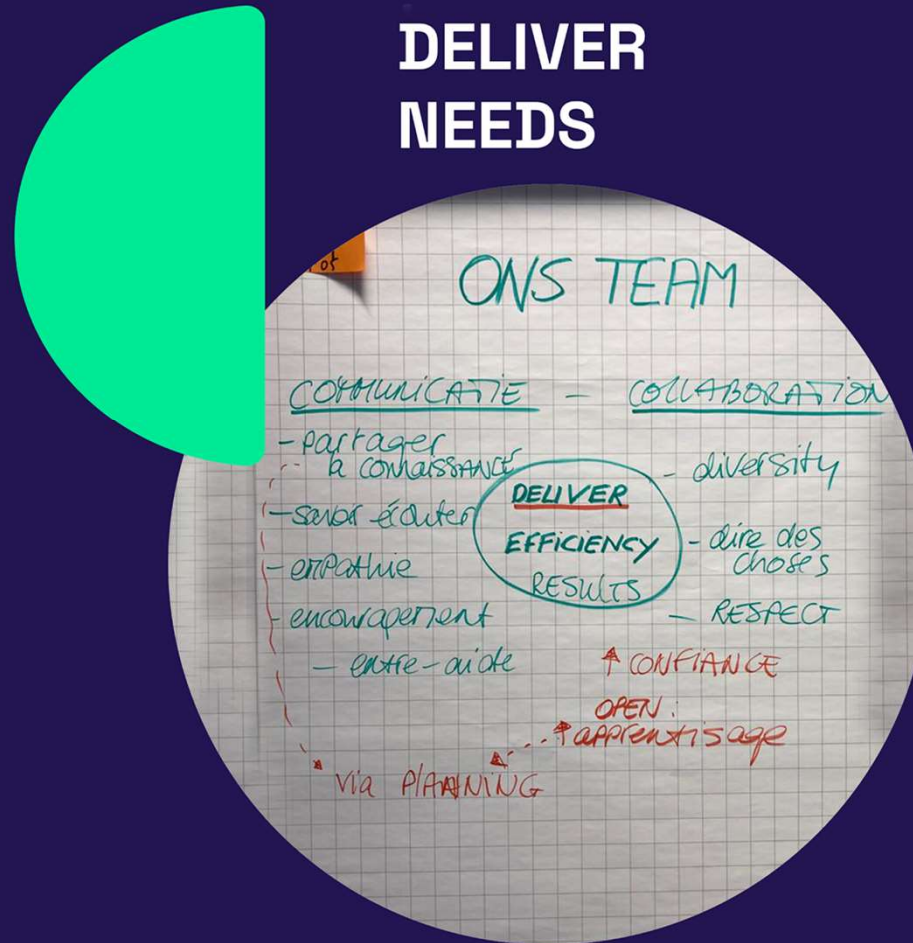
« Een zeer toffe game waarbij je teamskills van nature naar boven komen »

« Très chouette personnalité du facilitateur, donne envie de participer au jeu et de se dépasser. Communication bienveillante »

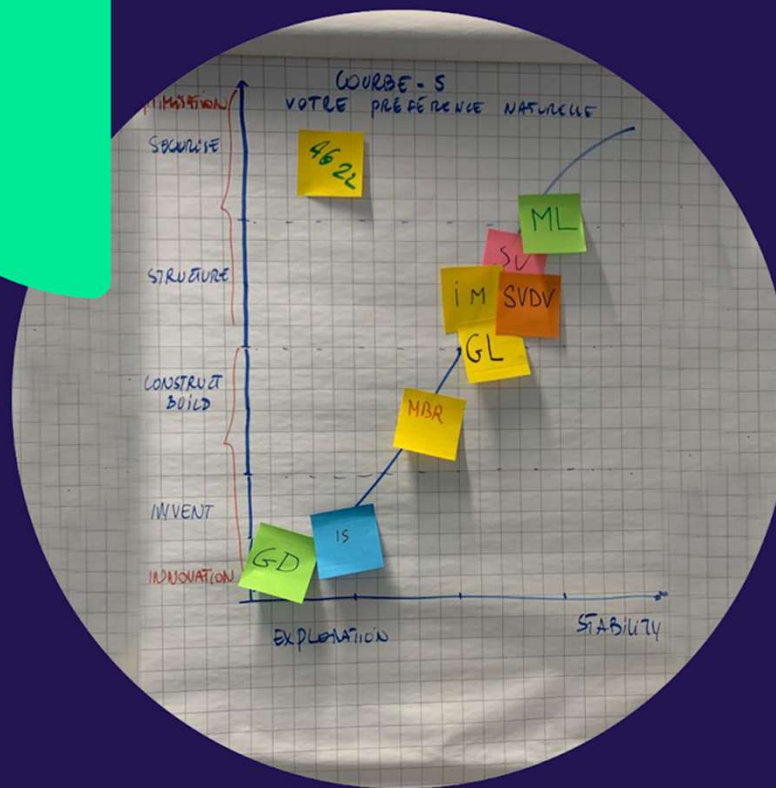
SHARE NEEDS



DELIVER NEEDS



GROWTH CURVE





Wil je soft skills graag tastbaar maken in je onderneming?

Mark Van Achter
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0486 61 97 75

Demo-locatie:
The Beacon in Antwerpen



Mark Van Achter
Co-Founder at Strides | Professor at KU Leuven |
Founder at The Playground





Surrounding Research Tracks

- **Teamability Index:** quantifying collective intelligence and **synergies in human capital** using gaming data & economic validation
- Evaluating **personality assessments** by introducing data & team-contextual factors
- **Psychological research** on safety, stressors, communication, polarization ...
- Create & train well-cooperating **human/AI teams**



Level completed