



## **Adventure-based Learning™ is rapidly becoming the training tool of choice**

**Munich, July 2008—If many experts and analysts are to be believed, traditional education methods have had their day. In order to survive in a competitive world, companies simply have to keep on developing the skills of their staff. Best suited for this purpose are innovative training tools such as Core-Competence GmbH's Adventure-based Learning™, since it enables participants to learn in a more motivated and efficient way.**

Analysts assume that game-based learning methods such as Adventure-based Learning™ will become increasingly important in the years ahead. More precisely, keener competition and the swiftly changing business environment will force executives to assign a higher priority to the ongoing and long-term training of company staff. In addition, there are growing budgetary pressures, which will make companies opt for efficient and cost-effective solutions where the results are measurable.

The consultants at Gartner Research came to the conclusion that methods such as Adventure-based Learning™ make it possible to train more employees in a shorter space of time. Learning games are more efficient: In the various scenes of the interactive role game, employees can run through specific situations which they will subsequently encounter in their daily work. The game-based environment additionally motivates learning and facilitates a higher level of concentration. For this reason, Gartner Research analysts predict that as early as 2011 the vast majority of companies will deem game-based learning methods to be a critical component in their human resources development framework.



“The future belongs to web-based role game training,” confirms Core-Competence Managing Partner Karl Berger. Since companies are continually getting larger, a process which goes hand in hand with greater staff fluctuation, there is a growing need for standardized, fast and efficient training systems. “Methods such as Adventure-based Learning™ will profit markedly from this trend,” Berger believes. Core-Competence GmbH intends to expand its position as industry leader in this training segment, and to play a dominant role in the ongoing development of these innovative and forward-looking methods.

**For more information please contact**

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Core-Competence GmbH was founded in 2007 by the present managing partner Karl Berger and is the industry leader in the field of Adventure-based Learning™. The specialists at Core Competence use this method to develop individually tailored interactive simulations and learning games for their customers. The solution, which is accessed via a browser and deployed through a software-as-a-service model, improving the knowledge of employees and partners more efficiently and less expensively than traditional training and eLearning methods. Today, corporations such as Microsoft and Deutsche Telekom have already opted for Adventure-based Learning™.