



## **Core Competence changes the rules of the game in the international training market**

**MUNICH, September 2007 – Karl Berger and Core-Competence GmbH wants to help their customers successfully manage their current training challenges. To this end, these successful entrepreneur's have developed a completely new and innovative method: Adventure-based Learning™.**

“The time is ripe for really innovative training methods,” says managing partner Karl Berger on the occasion of the founding of Core Competence GmbH. Rapidly changing markets make ever greater demands on the sales and service abilities of company employees. This is why it is important to keep acquiring new knowledge and to engage in additional training. “However, traditional methods such as instructor lead training courses where attendance is required, eLearning and virtual classrooms quickly reach the limits of their usefulness,” Karl Berger commented as he analyzes the current situation in the international training industry. “It is often simply a matter of transferring information. In addition to that, these systems are not very flexible and cannot be tailored to individual learning criteria including time and speed.” Karl also believes that a generation has now started to appear which has grown up with digital media and games.

Core-Competence GmbH reacted quickly to the changing training demands and developed a new and innovative training method, Adventure-based Learning™, which makes learning fun. The interactive games combine the acquisition of knowledge and its practical application on the same platform. Alternating between compact learning modules and practical tasks that deepen the user's knowledge and creates visibility in regard to the success of the learning process. Adventure-based Learning™ runs on a web-based platform with a software-as-a-service deployment model, and can be used online at any time and from anywhere.



“So the participants can plan their development and improvement process individually and can determine the pace themselves,” explains Karl Berger.

“Before Adventure-based Learning™ there was no method on the market which was able in such a short span of time to improve the skills of such a large number of people efficiently and effectively. Traditional learning methods consume a lot of time and money.” There are hidden costs, such as absence from work for the duration of the training sessions. On the other hand, by using the Adventure-based Learning™ platform, companies can train an almost unlimited number of employees and partners. When compared with traditional training methods, Adventure-based Learning™ clearly offers a better cost-benefit ratio. “So with this new method, companies can significantly reduce their human resource budget,” , said Mr. Berger.

**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 eLearning methods. Today, corporations such as Microsoft and Deutsche Telekom have already opted for Adventure-based Learning™.