

Adventure-Based Learning™ used in more than 30 countries around the world: New reports from satisfied customers

Munich, January 2010 – In “Competence Report 2” from Core-Competence GmbH, users report on their experiences with Adventure-based Learning™. Their conclusion: With this innovative system it is possible to meet the most varied training and competence building requirements efficiently - and not without a dose of fun, too.

“Only multidimensional methods like **Adventure-based Learning™** are able to meet the individual and increasingly complex needs of companies for training and continuing education solutions,” according to Karl Berger, the managing partner of **Core-Competence GmbH**. The implications of this statement are omnipresent in the company’s latest publication, **Competence Report 2**. Especially in economically difficult times, corporate leaders need a tool with which they can further develop the competencies and skills of their employees in an efficient, goal-oriented manner in order to ensure the success of their enterprises.

With **Adventure-based Learning™**, companies like Nokia Siemens Networks (NSN) and Kago have obviously found the right method. At least, that’s what their managers who have successfully trained employees using the system report. “The development of employees’ competencies is one of our core strategies,” says Matthias Müller, head of Pricing Excellence & Value Based Argumentation within NSN’s Global Services Care business unit. **Adventure-based Learning™** provides a very innovative, engaging learning system. More importantly, it not only transmits knowhow through practical exercises but also positively influences behavior. Carolina Okrongli, Head of Competence Development Services for West South Europe at NSN confirms it. Employee feedback has been very

positive - much more positive than the reaction to any previous eLearning measure.

Furnace manufacturer Kago reports similar findings. "We simply must be better," says Kago's trade fair director Meik Lesser, raising the bar for his sales team. Kago thus trained its team with the help of **Adventure-based Learning™** and scored. And scored, and scored again. The sales team achieved results that they never could have reached alone. Part of the success lay in meeting the various expectations of users. For example, women received more emotionally-oriented interaction. "People are people," says Zana Konsic, regional director for Austria at Kago-partner Uni-Vertriebs AG. "Employees not learn not only to sell with feeling but obtain the necessary technical foundation." In addition, says Lesser, a spirit of friendly competition developed among the employees. "It's just human nature. People want to win and that drives them to practice until they get it right."

These examples show how a flexible system contributes to the success of training programs. At the end of the day, every company and every employee has unique, individual needs and requirements. Only methods like **Adventure-based Learning™**, which can be tailored to address exactly these needs (and still be fun to use), will have a chance in the future - Core-Competence managing partner Berger is sure of it.

Learn more about Adventure-based Learning™

Core Competence GmbH's Competence Reports regularly report on the latest trends and new developments concerning continuing education, training tools, educational psychology and, of course, **Adventure-based Learning™**. The first Competence Report, published last autumn, focused on the fundamentals of innovative interactive tools.

http://www.core-competence.com/en/file/core_competence_report1.pdf



In volume two, released just in time for Learntec, **Adventure-based Learning™** users report on their experiences and successes.

http://www.core-competence.com/en/file/core_competence_report.pdf

The experts at **Core-Competence GmbH** will continue to publish the successful Competence Report with new, exciting topics in the future. Interested parties can subscribe to the Competence Report on the **Core-Competence GmbH** website.

For further information, please contact:

Core-Competence GmbH

Norbert Endres, PR & Marketing

Freisinger Landstraße 74

80939 Munich

Germany

Telephone: +49 89 540 424 544

Fax: +49 89 540 424 554

E-Mail: info@core-competence.com

Web: www.core-competence.com

Core-Competence GmbH was founded in 2007 by managing partner Karl Berger and is the leading provider of Adventure-based Learning™. With this method, specialists at

Core Competence develop custom-made, individualized interactive role-playing games to meet the unique needs of each client for training and continuing education. The resulting solution, available in any browser thanks to the Software-as-a-Service model, strengthens the knowhow of employees and partners more efficiently and cost-effectively than other eLearning method. Major corporations like Microsoft, Deutsche Telekom and Coca-Cola rely on Adventure-based Learning™.