

CASE STUDY · CUSTOM ONBOARDING

MAS Prevención turns its onboarding into a video game

Open case: where is the CEO's message?

New joiners at MAS Prevención get to know the company by playing The Message, the video game by Game Strategies.



The Message · Custom onboarding

169

professionals have completed the experience

98.3%

say what they learned is applicable

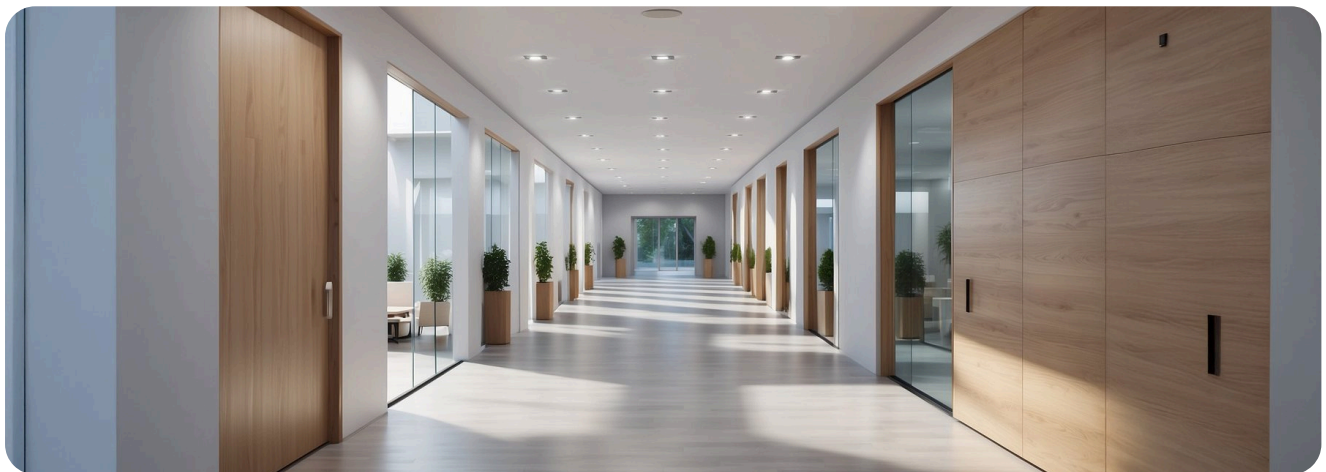
94.7%

would recommend the experience

CLIENT	SECTOR	COUNTRY	SOLUTION	PARTICIPANTS
MAS Prevención	Occupational risk prevention and health	Spain	Custom onboarding: The Message	169 professionals

A first day at a company usually follows the same script: a presentation, a welcome handbook, an information session or two and a list of names forgotten before the first coffee. A lot of information in a short time, nearly all of it flowing one way. MAS Prevención wanted to turn that around, so that new joiners would lead their own learning from the very first moment.

So they gave them a case to solve.



A setting from The Message. The game is adapted with each company's own elements.

THE CHALLENGE

A traditional welcome

- ☐ Presentations, a handbook and information sessions
- ☐ A lot of information in a short time
- ☐ Nearly all of it flowing one way

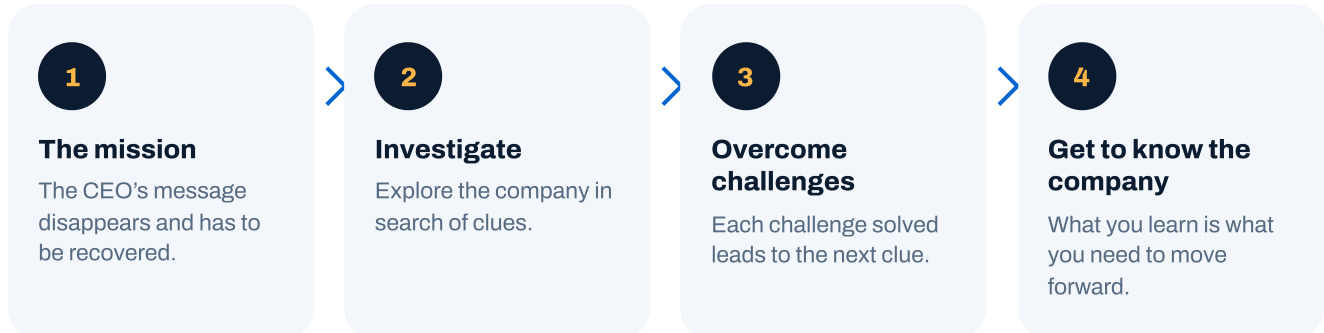


What MAS Prevención wanted

- ✓ A more engaging welcome
- ✓ The same experience for everyone, wherever they are
- ✓ New joiners leading their own learning

The CEO's message has disappeared

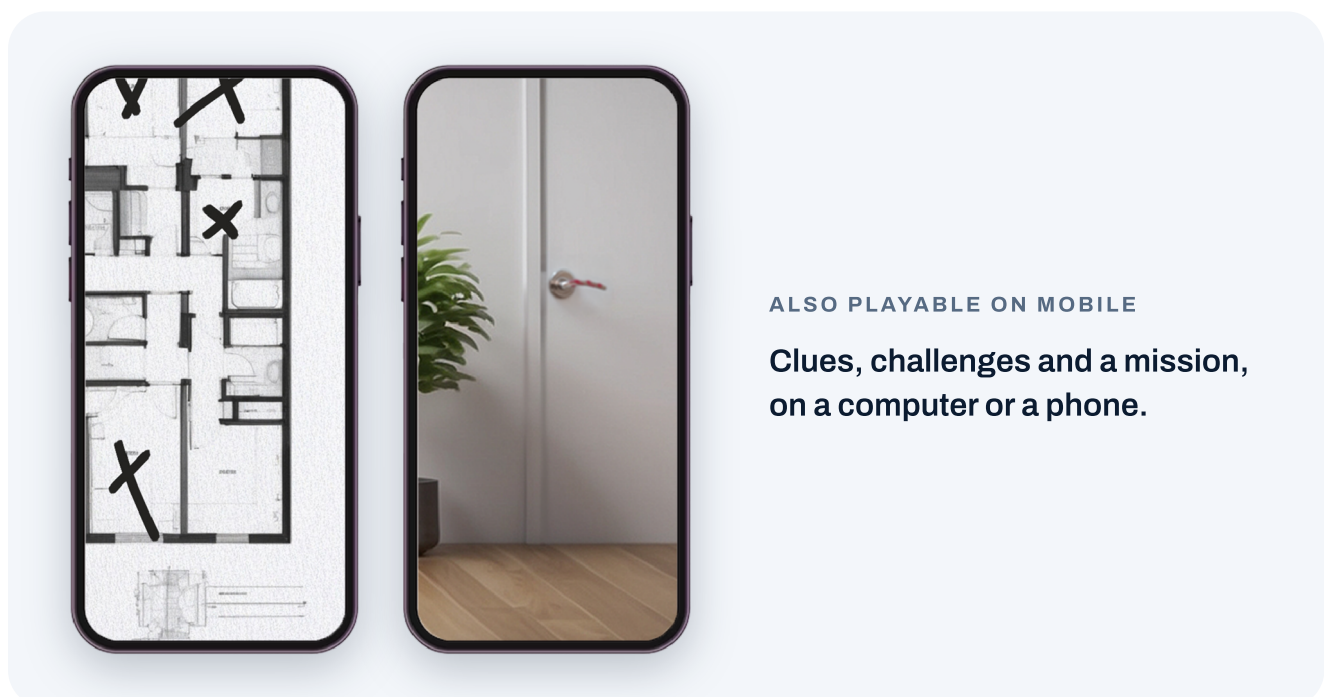
An important message from the CEO has mysteriously disappeared, and every participant is given the same mission: find it. To do so, they have to investigate, gather clues and overcome a series of challenges. As in any good investigation, nobody hands them the answer: they have to find it.



Each clue leads to something worth knowing when you join:



The game includes the company's own elements, so what participants investigate is the real company, with its people and its way of working. Getting to know the company becomes what it takes to move forward in the game.



Screenshots from The Message.

The same game, wherever you work

MAS Prevención had two challenges: making the welcome more engaging and offering a shared experience to every professional, regardless of their location or area of work.

This gamified experience sparks curiosity and motivates new colleagues to keep learning, supporting their training and strengthening their connection with the company's culture and values.

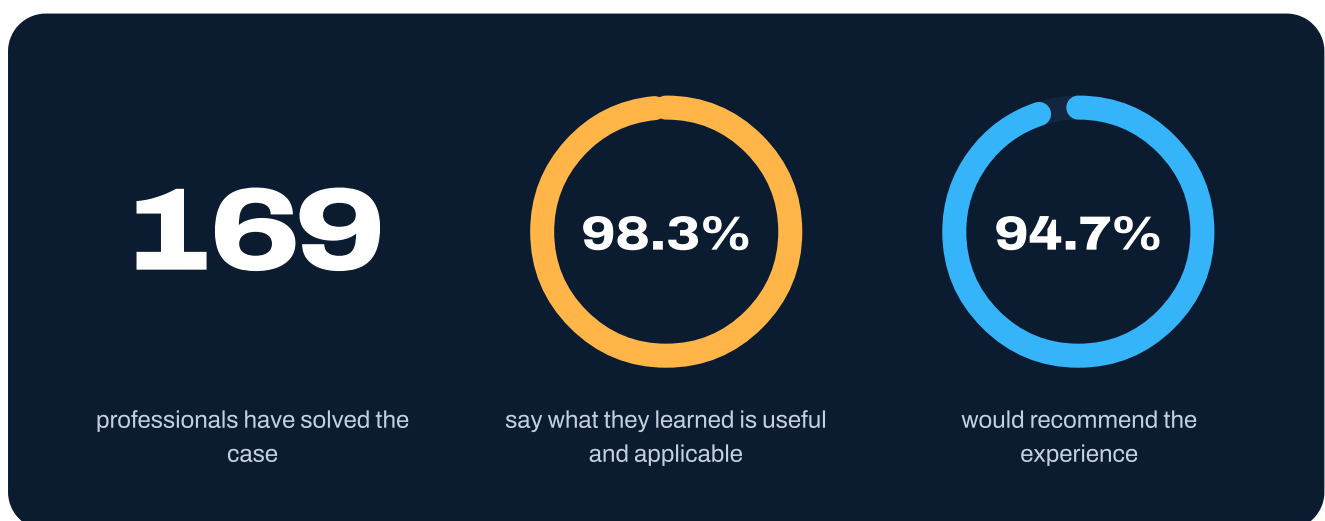
For MAS's People team, the game delivers something a presentation rarely achieves: people want to keep going. And as they progress, they take in the company's culture, connect with its values and arrive in their role curious to learn more.

“We wanted onboarding to be an experience people would remember, one that made them feel part of the project from day one. With The Message, new joiners discover our values and the way we work rather than just reading about them. And everyone gets the same welcome, whatever their region or role.”

María Fernández Alonso · Learning and People Development Manager, MAS Prevención

The two questions every People team asks

So far, **169 professionals** at MAS Prevención have solved the case and completed the experience. Their ratings answer the two questions every People team asks: is what they learned useful day to day? Is the experience worth it?



Source: ratings from MAS Prevención participants in The Message.

Let them tell it

What participants say most is that they learn while having fun.



An enjoyable way to get to know the company.

PARTICIPANT · MAS PREVENCIÓN



It's very educational: it makes you want to learn.

PARTICIPANT · MAS PREVENCIÓN



Entertaining and educational at the same time.

PARTICIPANT · MAS PREVENCIÓN



A way of learning that breaks from the everyday.

PARTICIPANT · MAS PREVENCIÓN

Enjoyable

Educational

Entertaining

Out of the ordinary

Enjoyable, educational, entertaining, out of the ordinary: words you rarely hear about a corporate welcome.

(Comments translated from Spanish.)

From Triskelion to The Message

MAS Prevención and Game Strategies were already on the same team.



2024

Triskelion

A project focused on developing the corporate competency of Time Management and improving the personal and professional productivity of the entire workforce.



Today

The Message

Game-based learning applied to a particularly important moment: onboarding the company's new professionals.

This initiative strengthens MAS Prevención's commitment to innovative learning experiences that support integration, knowledge of the organisation and engagement from day one.

CUSTOM ONBOARDING

At MAS Prevención, the welcome is now played. And the results show it works.

Game Strategies turns the welcome into an adventure built with each company's own content: its culture, its values, its processes and its people.

gamestrategies.io/en