

JTI Use Case

JTI stimulates the professional growth of its employees through a universe of more than 50 serious games developed by Game Strategies.

The company has managed to unlock the potential of its employees, recording a 69% increase in engagement and a 60% rise in productivity.



- **Company:** JTI
- **Industry:** Consumer goods
- **Program data:**
Employees: **1.200** 
- **Challenges:**
Improve employee engagement and involvement through innovation in training.
Train employees in JTI's new strategic skills.
Encourage self-learning in the training process.
- **Solution:**
Game Strategies' game-based learning methodology.



7 years of learning transformation

At JTI, professional development is not a game, but they've turned it into one. For the past 7 years, this collaboration has been a journey of continuous growth, leading to improved employee engagement and involvement through innovation in training.



89.8%

Students who have improved some aspect of the business

90.9%

Students who have applied the material at work

98.2%
Applicability



18%
Cost savings



32%
Skill improvement



93.3%
Recommendation



60%
Increase in productivity

69%

Increased team motivation and engagement



+35%
Optimization of systems and processes

JTI stimulates employee engagement and productivity through innovative training

JTI recorded a notable increase of +69% in engagement and +60% in productivity among its teams through an ambitious training program. The initiative, which reached 1,200 employees across 76 countries, had the primary goal of improving employee involvement through innovative learning methodologies. Additionally, it helped train teams in the new strategic skills defined by the company, while fostering a culture of self-learning and continuous development. This approach allowed JTI to strengthen its global strategy and build a more motivated, aligned team, ready to face the challenges of tomorrow.

