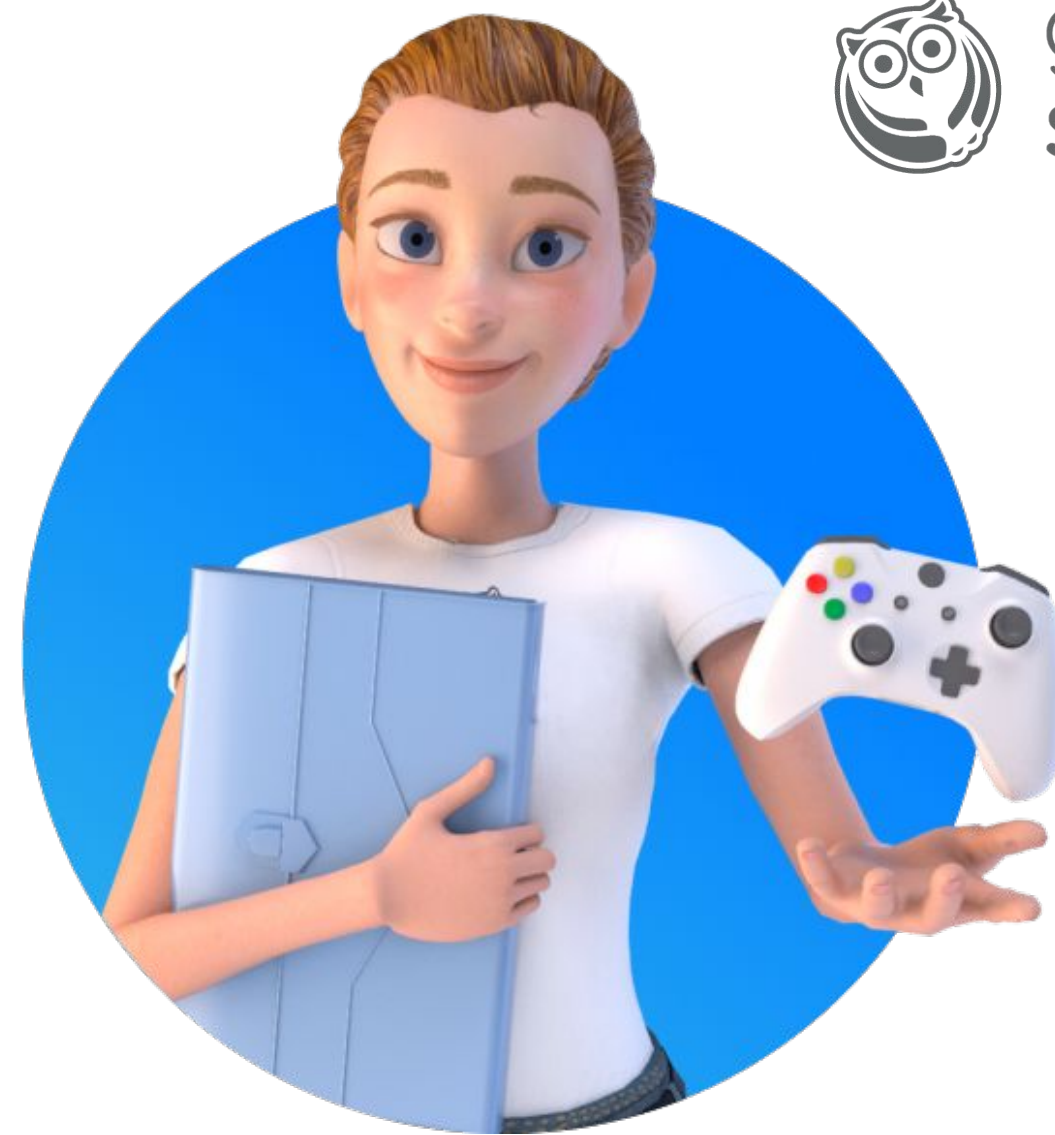


# Mars: Strategic Gamification That Reinvents Onboarding



## Industry

Consulting and Technology

## Program Data

Number of participants: 1,088

Sessions held: 136



## Use Case

**Mars** is a turn-based strategy video game that allows participants to play individually or in teams. With sessions of varying durations, **Mars** challenges players to demonstrate their knowledge on a wide range of topics related to the implementing company's business, promoting both learning and enjoyment.

One of the world's leading consulting and technology firms has integrated **Mars** into its onboarding process for new employees since 2020. During their first month, new hires participate in sessions designed to familiarize them with the company's business. Throughout this period, they apply their knowledge through **Mars**, enabling them to learn while engaging in a playful and interactive experience.

The company's training leads add customized questions to the game and encourage participants to create their own questions as they play. This not only reinforces their learning but also fosters collaboration and knowledge sharing among peers.



## Organizational Impact

The implementation of **Mars** has enabled employees to connect and learn from one another in a friendly and competitive environment. Surveys and feedback gathered during the sessions highlight the game's effectiveness in the onboarding process:

- **Increased engagement:** players highlighted the motivation generated by competing with peers, which kept them interested throughout the entire training. "The best part of **Mars** is competing with others, checking the leaderboard every day, and giving it your all to climb the ranks," said one participant.
- **Interactivity and entertainment:** most users emphasized the game's fun and interactive nature. "It's an extremely entertaining and different way to learn," shared an employee. Another commented that **Mars** is a very dynamic and enjoyable way to gain knowledge.
- **Deep learning and retention:** the game format allowed employees to effectively absorb and internalize key concepts. "It's a great way to consolidate knowledge because we always need to review the material carefully to answer the questions," noted one participant. Additionally, they emphasized how the repetition of concepts through questions improved information retention.
- **Exploration and understanding of the company:** many employees said the game helped them better understand the company, strengthening both their technical knowledge and sense of belonging. "It's an entertaining way to learn about my company while connecting with colleagues," said one player.
- **Motivational competition:** the leaderboard and the chance to challenge other employees proved to be powerful motivators. "It's a dynamic way to compete with coworkers. If you want to win, you pay much more attention during the presentations, trying to come up with the best questions," explained another employee.



## Results

- ◆ Applicability: **91%**
- ◆ Recommendation: **83%**

The experience with **Mars** has proven to be a valuable social learning tool within this organization, creating a collaborative environment where new employees can learn effectively while having fun. This innovative approach not only enhances business knowledge but also fosters stronger bonds among colleagues, leading to a better work atmosphere and a smoother integration process.