



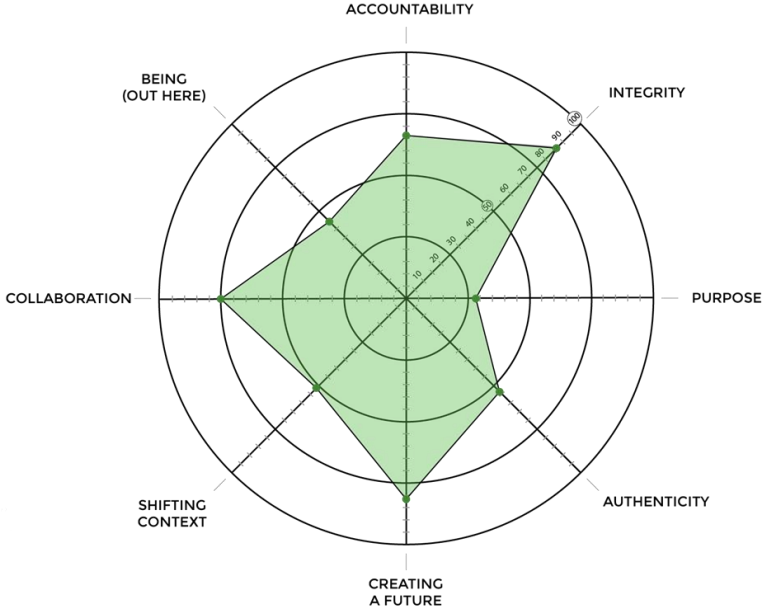
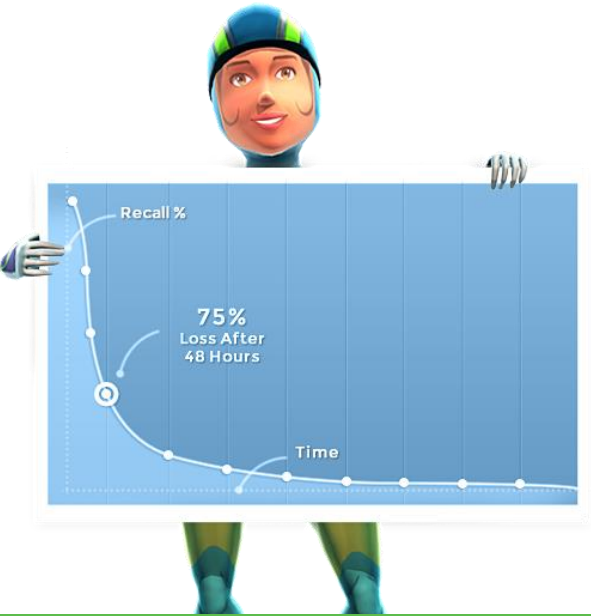
Ignite is a multiplayer leadership and coaching simulation where team members are tasked with coaching a speed skating team to success.

Ignite can be tailored to fit various types of Leadership Competencies, TELUS Ignite used the leadership principles from the TELUS Leadership Philosophy.

Games have the uncanny ability to make learning significant, they create a safe environment where the learners can discover, investigate and try new solutions in quick iterations. **Critical Thinking, Communication, Collaboration** and **Creativity** are the main skills that will take today's learners into the competitive world of tomorrow.

Game-Learning (g-Learning) uses the best of games and e-Learning techniques to teach these skills, and makes learning a fun, memorable and engaging experience.

Ncite's Sentio® takes g-Learning into a platform that can measure the learners' impact, motivation and transference of competencies from theory into practice, by providing the tools necessary for instructors to integrate the games into their day-to-day learning activities.



# Key Results

▲ **72%**

reported an **increase in their knowledge and/or Leadership skills** and shared that they are better leaders today thanks to the Ignite experience.

**70%**

of player activity in the game occurred outside of traditional working hours as measured by **Ncite's Sentio® Tracking Tools**.

**84%**

recommend the experience as a day-to-day Interactive Learning Activity at TELUS.

**90%**

of respondents identified and related to their in-game team's unique personalities, a skill they now transfer to their real world team members.

**67%**

of survey respondents said that they would have played more if TELUS Ignite were available as an **iOS or Android app**.

# Key Components

- Players participated on a **weekly self-assessment** and a colleague assessment which was **matched to their in-game performance**.
- Players were able to log in to the game at any time through the **TELUS Ignite website**.
- At the conclusion of the Ignite simulation, all active participants were asked to complete a post-program evaluation, with a 54% response rate, typical survey response rates at TELUS are less than 30%.
- Team members participated in a **6 week simulation**.
- **61%** of team members **actively played** until the very end.
- Incentives in the form of **charity donations** for best performers were built in the experience.
- TELUS Ignite was available to all team members in both **High Potential** and **High Performer** curriculum streams as part of the TELUS LNOW program.

“ *I will make it more of a practice to understand the different types of team member personalities and the motivation triggers that work best for each one”*

- TELUS Ignite Player

“ *Conversations around teammates helped me broaden my perspective of how to resolve team member conflicts and promote positivity within the conversations. The bias toward action and involvement as a team leader were very well designed.”*

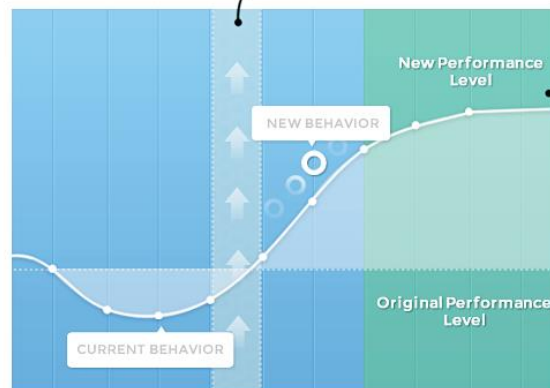
- TELUS Ignite Player

Go to [ncite.mx](http://ncite.mx) to learn more about Ignite Leadership, Sentio® and other Ncite g-Learning Products.



## Ignition

Creates the possibility of making a shift in Performance



## Deep Practice

New behavior is stabilized to produce profound shifts in Performance