

# PRESS RELEASE



## The serious game « LEARN TO LEAD » : work in progress

During the meeting of July the 1st and 2nd in Valpré, France, all the European partners of the « Learn to Lead » project have put their findings in common to define what the serious game will look like. So the six participating entities, the Italian National Research Center, the Entropy Company (IT), the Federico II University of Napoli (IT), the Lincoln University (UK), the UJI University (SPA) and the MF & Partners Consulting Company (FR) have started to define the scénarios, the graphism and the gameplay\*. According to the consortium, the game has to allow revealing the leading qualities which are in everyone in a pedagogical and entertaining way. The serious game is an alternative to the traditional training (courses in classroom, studies with books...) and could be a sport game (like *Football Manager* for instance) or more generically a building game in which the goal would be constructing historical monuments in team, or running a holiday camp. Anyway, the game will be a 3D one, and players will be able to play asynchronously: they won't have to be on-line at the same time. The needs analysis of this serious game – which is about to be published – has revealed that all firms administrators (whatever firm they are from) wish their employees to develop their personal skills (including the leadership skills) in an entertaining way in order to contribute efficiently to the firm's productivity. Then, during the meeting in Valpré, all the partners have thought about the better hints to construct the scenario, the design and the gameplay which could develop the more efficiently the leadership qualities of the future players, on account of the different existing leadership types. Indeed, several kinds of leaderships exist, and they are working more or less effectively. It depends on the player's temper, the company he works for, his colleagues he's working with and the problems he has to cope with. "Learn to Lead" will allow solving with accuracy the leadership issues encountered in every company and every organization.

**\*Serious game:** game designed for a primary purpose other than pure entertainment. The "serious" adjective is generally appended to refer to products used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, religion, and politics.

**\*Gameplay:** interaction with a video game through its rules, connection between player and the game, challenges and overcoming them, plot and player's connection with it. Gameplay is distinct from graphics, or audio elements.



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