



Adding enterprise into business

It doesn't matter if you are a large corporation, a governmental organisation, a small company or an individual looking to start up your own business, enterprise is vital in making the most of your company and success.

PIXELearning a few years ago brought to market a game that teaches and encourages enterprise. The Enterprise Game™ created with the intention of familiarising learners, be that students or adults, about what enterprise is and what you need to do to run your own business. Re-introducing, re-skilling and in some cases re-educating learners in business concepts, marketing and finance, introducing business silo's and the cause and effect factor of decisions is the continued driving force behind this business simulation.

This particular simulation can be used in any environment by teenagers through to adults. Delivered online means that it can also be accessed by the majority of the population as it is a web based solution.

Game uses and Benefits to the User

Discovery of entrepreneurs and encouragement of enterprise has recently demonstrated its success by receiving over 4500 hits in the last 9months amongst individuals, colleges, community centres and YMCAs in the north of England.

RTC North, consultants in technology commercialisation, open innovation and business strategy bought The Enterprise Game™ to us in a series of their business and training environments. Incorporated into Enterprise Week, RTC North delivered The Enterprise Game™ in classroom settings to learners at Key Stage 3, to adult learners in Further Education and voluntary organisations such as Not in Employment Education or Training (NEET).

Covering Durham and Sedgefield districts they provide access to The Enterprise Game™ through competitions for the community, voluntary sectors and YMCA's as part of a 10week skills development programme.

With competitions based online The Enterprise Game™ is able to be used within classroom time and also out of hours providing learners with the opportunity to gain extra knowledge and experiences. Many users find the game a very beneficial learning experience as it's enjoyable, engaging and flexible while offering the needed learning outcomes users require.

"Introducing confidence, skills development training and a soft introduction to enterprise, The Enterprise Game™ session was engaging enough to capture their interest and keep them on task without being too challenging." RTC North



This organisation has not been only using The Enterprise Game™ as a standalone product they have used the game in conjunction with teaching further skills such as behaviour sessions. By integrating The Enterprise Game™ with other subject areas can increase the learner's confidence and further their skills development training.

Flexibility of the Product

Again, as it is delivered online it means that it isn't restricted to venues or individuals laptops. With this delivery the game was easy to access everywhere, at any time and with minimal input from the project co-ordinator. This simulation has been the most effective and flexible for the targeted audience.

“The game has been easily understood and easy to navigate by the trainers and ultimately the users. It has been classed as a fabulous introduction tools for groups and projects the company work with as well as being a very good engagement tool for the hard to reach, disadvantaged community.” (RTC North)

NB. For an opportunity to see how this Serious Game could benefit you sign up for a free trial at www.pixelearning.com/trialrequest.aspx