**R. Garry Shirts
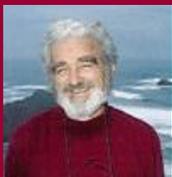2001**

**Barbara
Steinwachs
2000**

**Sivasailam
Thiagarajan** (Thiagi)
1999

IFILL-RAYNOLDS AWARD

**Richard Powers
1997**

**Charles Petranek
1996**

**Sandy Fowler
1998**

NASAGA 2002 Keynote Speakers and More

Matt Richter

Susan Fowler, consulting partner of the Ken Blanchard Companies and co-author of The Team Leader's Idea-A-Day Guide : 250 Ways to Make Your Team More Effective and Productive-Every Working Day of the Year, will share her Essentials of Design process and how she has integrated the concepts of adult learning with magic, puzzles, and games into serious training for Fortune 100 corporations.

Bill Horton, President of William Horton Consulting, author of Designing Web-Based Training, and acknowledged guru of on-line instructional design will talk about making web-based training, fun, successful, and cost-effective.

Andrew Kimball, CEO of QB International, author, speaker, and expert performance consultant will discuss the various methods of blending both web-based and instructor-led training in order to fully maximize the probability of success with any given learning intervention.

However, the conference is more than just great keynotes. NASAGA 2002 boasts three learning tracks from which participants can choose sessions. There is a web-based training track, a traditional games and simulations track, and by popular demand, an improv track. We also have Ken Bellemare providing us with instructional magic shows throughout the week and Andrew Lovett is bringing us a Fantasy Simulation for all conference participants. So, what are you waiting for! Register today for NASAGA 2002 and join in on the fun and learning.

NASAGA 2002
San Diego
For Conference Info
or
To Register for the Conference

http://www.nasaga.org/conference2002.htm

Or contact Matthew Richter
at
415-385-7248
Matthew@thestorynet.com

10 ways to Convince Your Client to Use Games

Sonia Ribaux

I incorporate games in most of my learning designs. When I approach the client with my game ideas, I get a variety of responses. Some clients are truly enthusiastic and welcome a gaming element in the learning intervention. Others are more cautious, even suspicious, of incorporating games in a "serious" context. If you are having a hard time selling your gaming ideas, here are a few hints that may be helpful.

Watch Your Language

With some clients you may have to forego the use if the "G" word. You can call it an *interactive exercise*, an *engaging activity*, a *dynamic teambuilding intervention* –whatever.

Show it off

If you can, bring an example of the game you are proposing, perhaps one you did for a similar client. The client may be objecting to the concept of a game because they have a mental image of a game as being childish. Show them an example may alter their mental image of what games are about.

Put it in Context

Make sure that you explain carefully how the game is being used and why it is especially useful to use a game at this point in the intervention. Show that there are other (more familiar) methods being used and that the game is a complement (if that's the case, of course).

Offer Alternatives

If you have the luxury of having a pilot for your learning intervention, remind the client that the game can be safely tested in this environment and that if it doesn't work, adjustments can be made. Offer an alternative option. This lowers the risk from the point of view of the client.

Coach the Facilitator

If appropriate, explain to the client how you are planning to coach the facilitator in order to make sure the game is effective. Many of my clients' resistance was due to the fact that they didn't know if the assigned facilitator (usually someone internal) could pull it off.

Fluff Exists

Your client may have been the victim of fluff games. Do your homework to show that the game is a legitimate part of a strong instructional strategy.

Educate

Over time, inform your client that the field of games for learning purposes is serious business. Talk to them about NASAGA, (invite them to the annual conference!), show articles, talk about workshops you attended, talk about games you love.

Upcoming Events

- N.A.S.A.G.A. Annual Conference - San Diego, CA - November 6-9, 2002

2002 NASAGA ANNUAL CONFERENCE PRE-CONFERENCE WORKSHOPS

Improv Workout:
Alain Rostain,
Creative Advantage
and Kat Koppett,
QBI

Interactive Strategies:
Sivasailam Thiagarajan
(Thiagi), WBT

E-Learning in Today's
Market: Andrew Kimball,
QBI

Introduction to NASAGA
and Games
Sonia Ribaux, Chris
Saegar, Joanne Mowatt

Join us in sunny San Diego for the event of the year… the NASAGA 2002 Annual Conference. This year, in our quest for fun and learning in the sun, we will focus on the magic and fantasy of playing. This year's conference hosts three full-day pre-conference sessions:

(1) How to Design Interactive Experiential Strategies by Thiagi
(2) An Improv Day with Alain Rostain, Kat Koppett and many, many more
(3) Speed, Quality, Low-Cost – Using eGames to Get the Biggest bang for your
eLearning Dollars by Andrew Kimball

And announcing an exciting new tradition... NASAGA will offer a free (did we say free), half-day introduction to simulation and games on pre-conference day.

Nominations for the
2002
Ifill-Raynolds Memorial Award

At it's annual conference, NASAGA recognizes one of it's members who develops and/or uses simulation games with joy and serious purpose, in the spirit which our dear and longtime friends and colleagues Don Ifill and Gennie Raynolds brought to all their work, and specifically to their work with simulation gaming. Gennie and Don, who died within two months of each other in 1995, were our first active members to die.

Criteria for the Award:

The recipients work should respect and make use of the power and spiritual richness within practical settings. In an exemplary way, the work should:

- **Foster a sense of community among those who interact with it.**

- **Deepen understanding of a cultural, organizational, and/or global common good as it provides for interaction with the situation(s) and/or system(s) being modeled.**

- **Enable active, positive listening by participant to themselves and/or those different from themselves, enhancing their understanding of themselves and others.**

- **Contribute to strengthening and/or changing an organization's or group's climate and spirit while building a deeper understanding of it's purpose.**

Making a Nomination:

The Awards Committee would like to announce that nominations are open for the Ifill-Raynolds Award for 2002. Nominations are to be made by sending one or two pages of the nominee's accomplishments to Chuck Petranek, cpetrane@usi.edu. The Award Committee will make the final decision from all the letters that are received. If you need further information, please call Chuck Petranek at 812-464-1724.

About NASAGA

The North American Simulation and Gaming Association (NASAGA) is a growing network of professionals working on the design, implementation, and evaluation of games and simulations to improve learning results in all types of organizations. We believe in the value of learning gained through experience and feel that games and simulations, appropriately designed and conducted are an extremely useful (and underused) tool for creating this rich learning.

Cool Stuff

Nine Great Reasons to Collaborate

Kevin Eikenberry

As consultants we need to continually be looking for ways to better serve our clients. One rich source of new ideas is the people in our network - those with whom we might collaborate. Here are nine reasons why collaboration can make us better consultants on our current projects, and more valuable ones in future work.

Build your network. Collaborative efforts are one of the best ways to enhance your network. Collaborations start either serendipitously through meeting someone new, or by a conversation with someone already known. If the collaboration is with a new person, you have added to your network. If it is with a known colleague, you have strengthened it. Either way, for all the reasons networking is important, collaborative work on projects makes sense.

Get more done. Working together adds a relationship dynamic to a project that doesn't exist if you are working alone. However, most projects, well planned, can be done faster with two people than with one. For this reason, if you will take the time to be clear on outcomes up front, you can use collaborative approaches to get more done.

Reduce project time. Along with getting more accomplished, you can finish quicker! Have a tight deadline? Consider a collaborator. Think the planning time will take too long? It might the first time, and might not help you out of your current crunch. But by making collaboration a strategy, and doing it often, this planning time will be reduced over time. Find yourself in tight crunches often? Start finding collaborators!

Reinforce accountability. It is harder to let your project slide, or allow timelines to slip when you have told your partner they would have the next draft on Monday.

Produce a better result. Two heads are better than one. Collaboration can lead to innovative and fresh solutions to problems. By partnering with some who has different experiences, or a different style, you open yourself to new approaches and ideas to better serve the client. Two heads ARE better than one - and that often translates into better work products.

Increase flexibility. In a larger project, having a partner may allow you both more flexibility. If the next task is due next week, and you have some other priorities, having a partner may allow both of you to even out your workload over the course of the project.

Increase opportunities for learning. Often when working alone we resort to the tried and true approaches, and never seem to stretch or further build our competencies. Working with someone else provides you many opportunities to learn. What approaches did they suggest? What ideas did they bring to the situation? How do they communicate with clients? These are only a few of the things you can observe and learn from - adding new tools to your own toolkit for future projects.

Perspectives on E-learning

Dave Matte

In my recent exploration of E-learning within my own organization, with one of our vendor partners, and at this year's NASAGA conference, I have noticed conflicting theories of how to make E-learning effective.

One theory, proposed by Chalk Network at their recent e-learning summit in Vancouver, is that having rich media content (i.e. animations, streaming audio or video) makes the online learning environment work. Their support for this idea is that interactivity = greater retention.

Another theory, proposed by Andy Kimball during his pre-conference workshop at this year's NASAGA conference, is that rich media content can actually reduce retention. As e-learning gets closer to simulating television, it puts the learner into a passive state instead of engaging them. Personally, I watch TV to relax not to learn. In this case, a stick drawing may be more effective than animation in keeping the learner actively involved. I have noticed, while participating in "flashy" e-learning, that more of my attention is focused on the "flashiness" than the content itself. My critical mind is focused on the quality and speed of the animations and video instead of the learning objectives of the training. Also, some of these components can have little to do with the objectives of the module and seem almost like comic relief in a serious play.

Being new to the field of e-learning, these two theories left me a bit perplexed. I reflected on my past experience as a technical director for university theatre projects. Directors who felt their show was solid relied very little on the technical aspects to make it interesting. If their productions still needed work, directors would tend to want more lights and sound to make up for the quality of the performances.

The same can be said for e-learning courses. If you have good content and quality interactions, rich media content can enhance an already solid e-learning module. If you are relying on rich media however to make your e-learning interesting, you may want to go back and look at your content first. Your learner will be engaged because the objectives of the module are relevant to them and the module is achieving the stated objectives. Certainly, e-learning needs to be interactive to be engaging. Rich media content, however, is not necessarily interactive. Though streaming video can look neat, it has to support learning objectives to be effective. Be creative in designing true interactions to enhance your e-learning. Interactivity does not need to be flashy (and expensive) to be engaging.

Dave Matte serves as an Executive Board Member with NASAGA.

Nine Great Reasons to Collaborate—

Increase Enjoyment. For most of us, most of the time, working on something with someone else is more fun! If you can gain all of the other benefits (or even only a few of them) from collaboration AND make your work more fun, isn't it something worth trying?

Create a Win/Win/Win proposition. All of the benefits you gain, your collaborator gains too. And don't forget your client - they are getting higher quality work done in less time - and seeing you as the person who made that happen.

Kevin Eikenberry is the President of the Discian Group, a learning consulting company that helps their Customers reach their performance goals through learning. Services include training, training design, organizational consulting and more.

10 ways to Convince Your Client to Use Games

-Continued from Page 3

Demonstrate

If possible, offer to demonstrate the game. This can be done informally and before the decision to use a game is taken (unlike the pilot where a game has been developed and you are testing it out).

Start Small

If your client is very nervous about games, start small and (hopefully) build your way up.

Be a Believer!

There have been occasions when the client was skeptical but agreed to my game idea simply because she could see how much I believed in it. Be a believer!

Sonia Ribaux is a learning consultant and teaches Gaming & Simulation at Concordia University. She lives and plays in Montreal.

Have questions about your membership, need to renew, or need more information?

Email to **info@nasaga.org,**
or write:
NASAGA
P.O. Box 78636
Indianapolis, IN 46278

What?
2002 Annual Conference for the North American Simulation and Gaming Association

Where?
Double Tree Hotel Mission Valley San Diego, California

When?
Pre-Conference—November 6, 2002
Conference—November 7-9, 2002

Why?
Sharing, Presenting, Learning, Collecting, Touring, Eating, Networking, and Playing

How?
Register online at www. nasaga.org/ conference2002_fees.htm
Or call (415)-385-7248