

10 Elements of Hyper Engagement



1. Career Development	Role development plans align business needs with the goals of each individual	
2. Digital Marketing	Trailers, posters, and a portal to recruit learners and create viral buzz	
3. Cinematic Story	Hit the right balance of immersive story and cultural relevance	
4. Personalization	Adaptive learning paths to identify skills gaps and optimize learning time	
5. Gamification	Increase motivation with competition, rewards, and suspended reality	
6. Hands-on Practice	Giving learners the “keys to the car” with virtual desktops and simulations	
7. Experiential Assessment	Scalable, real-time competency testing in a live, hands-on environment	
8. Recharging	Automated, spaced boosts and reinforcements to overcome the “forgetting curve”	
9. Nudging	In-story updates, performance feedback, and recharges increase engagement	
10. Social	Mentors, teams, and “conversational interfaces” to foster collaboration	