

EXECUTIVE SUMMARY

A workforce with a broad mix of skills is crucial for business success and national prosperity. Businesses with more skilled staff have higher rates of innovation and productivity. A study from Deloitte Access Economics in 2017 showed that soft skill intensive jobs will grow 2,5 times faster than other jobs and will make up 63% of all jobs by 2030. Therefore, soft skills will become increasingly important and play a crucial role in a successful career.

There are many training institutes that offer soft skills development in Indonesia that provide common methods such as lecturing, role plays, and case studies. Another method that can be used to enhance soft skills for employees is social learning and experiential learning. According to social learning theory by Albert Bandura, he said that people learn things from one another through behaviors, values, and attitudes. Meanwhile according to Kolb, experiential learning is a learning process that can make the participant possibly build their knowledge and skills through experience. Thus, we assume that people can gain new knowledge by observing other's behavior, one of them is by playing games in groups.

One way to adopt social and experiential learning methods is by using Board Game as a learning media. Board Game is a tabletop game that involves counters or pieces moved or placed on a premarked surface or "board", according to a set of rules that are played in a group. Since Board Games provide stories and information that are presented in a new format, playing it is also an effective way to employ cooperative learning in the classroom that can be more attractive for the trainee. With many Board Game publishers both from inside and outside Indonesia, We believe They will support our business to maximize soft skills of 49,231,568 employees that need to be trained in Indonesia.

Game On is a training institution that provides training & development courses through Board Games as our value added for every course, We combine social learning, experiential learning, and lecturing training methods with Board Games for better learning and understanding of each course for better comprehension and remarkable knowledge through each class. With an estimated number of 4.600 trainees a year, Game on will be able to generate sales up to approximately IDR 11 billion.