

Developing talent through gamification

Compliance and other mandatory staff training, while essential to companies in a variety of industries, is not exactly perceived as a lot of fun by most people. Silicon Valley-based Morf Media Inc. addresses this issue with mobile training tools, in other words, tools that workers can take with them on their phone or tablet so that they can do training away from the office. In addition, Morf Media's tools are 'gamified', improving engagement levels and making training a lot more fun. Eduardo Cervantes, Morf Media CEO, highlights their latest training tools and innovations.

Prior to joining Morf Media in 2014, Mr. Cervantes led three successful exits. He has managed large and small cloud and mobile companies in the US and Europe and provided excellent return to his venture investors. He started his career in M&A with Goldman Sachs and has led technology companies for 18 years.

He explains that Morf Media's technology has its roots in a research project in Australia, which was aimed at finding ways to improve the engagement level, results and productivity of software through gamification. By March 2014, all the intellectual property was moved to the USA and a unit was established in Silicon Valley. The company enjoyed instant success, providing deep-tech 2D & 3D gamification software for major international brands such as Deutsche Telekom and Malaysian Airways.

In 2015, Morf Learning™, a product aimed at mobile workers, was launched. "With Morf Learning, we're making compliance and certifications training simple, effective and fun for the modern workforce. This is very important in

many industries, particularly in the health care and financial branches," Mr. Cervantes says.

Morf Learning takes into account the employees' motivations, interests and strengths, empowering them to realise their full potential through an inspiring gamification platform built by Yu Kai-Chou, the first gamification expert in the world. Morf Learning allows users to challenge their peers with questions, to share tips and tricks and many other features meant to motivate people from the very beginning. Training is delivered in three-minute chunks, and after every three minutes the user gets a set of questions to test how well they understood.

Morf Playbook™, the latest addition to the Morf Media portfolio, is released in January 2016. "It's a system similar to Morf Learning in that it's delivered to employees through their phone or tablet. But now we are adding socially-oriented capabilities that allow instant 360-degree performance feedback performance from customers, partners,



CEO Morf Media, Eduardo Cervantes

managers and colleagues. This kind of feedback is instantly actionable and does not depend on change at the annual performance review. Morf Playbook responds to two major trends: the growth of smartphone use in the enterprise world and the growing number of millennials in the modern work force," says Mr. Cervantes. With more than 25,000 enterprise clients garnered in a very brief period of time, plenty of innovative solutions currently in development, and the goal of broadening their global footprint by 2017, Morf Media is gearing itself up to become a revolutionary force in the talent development field.

Screenshot

Product Shot Banner

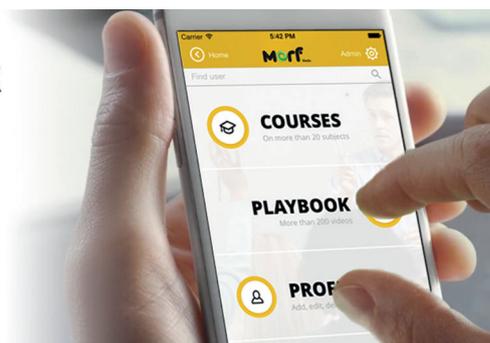
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