

LEARNING AND ENGAGEMENT

GAME-BASED SOLUTIONS THAT
MAKE AN IMPACT



BARRIERS TO GROWTH

Key Challenges Facing Organizations

Today's organizations face significant challenges that limit their growth potential.

- **Lack of employee engagement**
- **Ineffective training** programs
- Awareness campaigns **fail** to create meaningful **change**

The need for innovative methods is key to overcoming current challenges.



CHALLENGES

HOW ENGAGEMENT, TRAINING, AND
AWARENESS IMPACT GROWTH



ENGAGEMENT: THE HEART OF PRODUCTIVITY

The Cost of Disengagement

\$15 000 / EMPLOYEE ANNUALLY

(RH PARTNERS, 2021)

On average, **only 23%** of employees are **engaged** (Gallup, 2024).

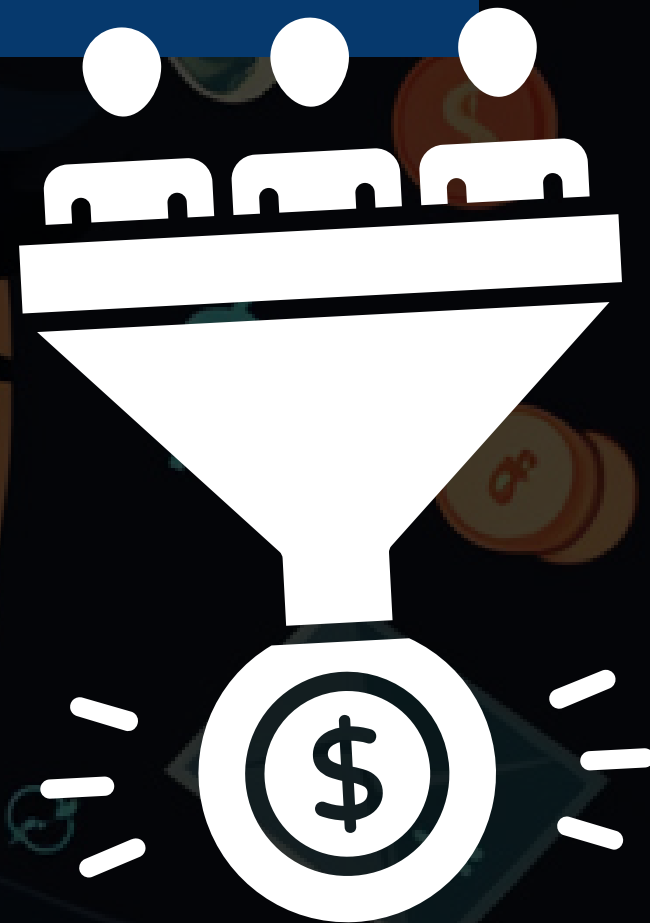
Disengagement leads to an **18% drop in productivity** (Gallup).

Low engagement also results in a **37% increase in absenteeism**, disrupting workflow and output (Zavvy, 2024).

Innovative game-based methods can turn these negative trends into **opportunities for growth and productivity gains**.

TRAINING EFFECTIVENESS

Hidden Costs of Ineffective Training



Traditional training is **costly** and often **ineffective**.

Studies show **80% of what is learned** in traditional training is **forgotten within a month** without hands-on application ([Deloitte, 2024](#)).

Despite investing nearly 3% of payroll in training, **companies rarely evaluate the ROI** ([Monnot, 2014](#)).

Engaging and **innovative training methods help retain knowledge** and maximize ROI.

AWARENESS CAMPAIGNS FALLING SHORT

The Struggle of Traditional Campaigns

Traditional awareness campaigns often **miss the mark in creating lasting change.**

Many campaigns **lack relevance**, failing to resonate with audiences.

Messages that don't consider cultural nuances **rarely reach or impact their intended audience.**

For awareness campaigns to be effective, they must be **adaptable, targeted, and impactful.**



TURN CHALLENGES INTO OPPORTUNITIES

Ignoring these challenges will hurt productivity, retention, or growth.

Embrace game-based solutions to turn inefficiencies into opportunities for success.



WHY GAMES?

HOW GAMES CREATE LASTING IMPACT



THE POWER OF PLAY

Games are more than entertainment—they are **powerful tools** to **engage, educate, and inspire**. Our playful approach transforms learning and awareness into **memorable and impactful experiences**.

BOOSTING LEARNING

Higher Knowledge Retention



- A 2011 meta-analysis ([Sitzmann](#)) found participants using games **retained knowledge better** than those using other teaching methods.
- Another study ([Wouters et al., 2013](#)) confirm that **games enhance learning performance and motivation**.

Active learning through play **makes information stick**, even beyond traditional training programs.



BOOST ENGAGEMENT

The Power of Game Mechanics



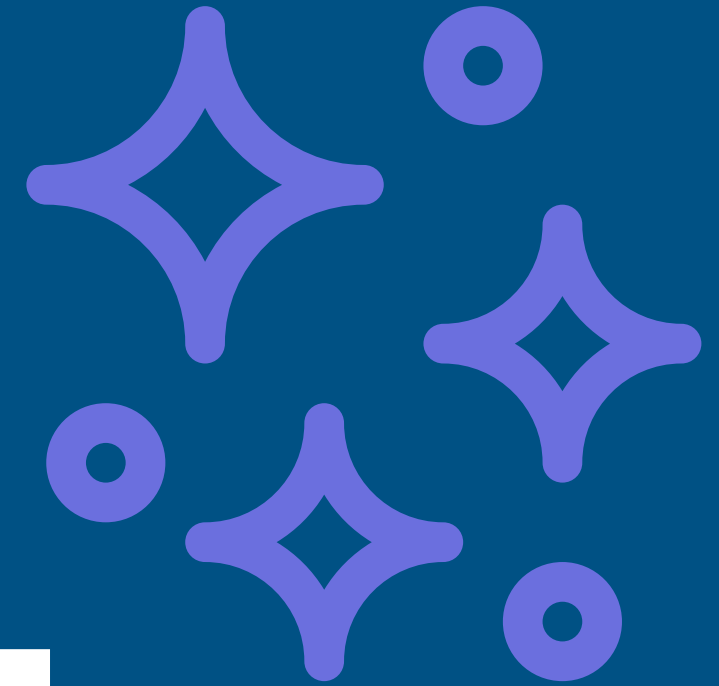
- **Gamification boosts employee engagement by 60%** ([Bennett, 2024](#)) and **reduces turnover by 23%** ([Zippia, 2023](#)).
- 72% of employees are **more motivated** when playful elements are used ([Chang, 2019](#)).
- 90% of employees report **increased productivity** with gamification ([AmplifAI](#)).

Games create an environment where **motivation**, **retention**, and **productivity** all thrive.



THE FUTURE IS PLAYFUL

TRANSFORMING LEARNING WITH PLAY



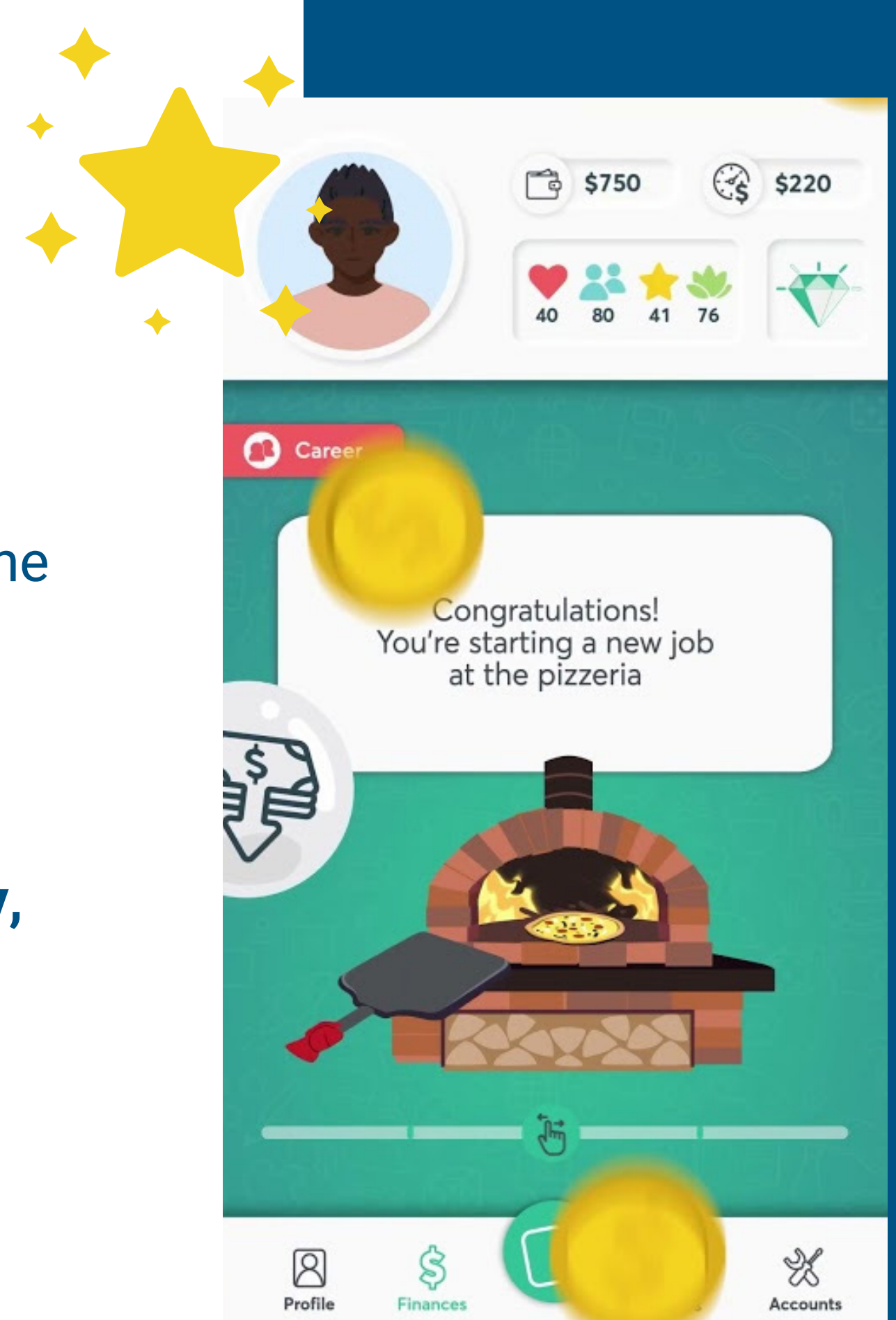
WHO WE ARE

Borealys is on a mission to transform learning and engagement through the power of play.

From our award-winning game 'Unforseen' for Desjardins to the critically acclaimed 'Mages of Mystralia,' our projects blend creativity with effectiveness to produce measurable results.

Developed for Desjardins, **Unforseen** is a decision-making game aimed at improving financial literacy. Still active today, this project has earned three Octas awards, showcasing the impact and effectiveness of our playful approach in tackling complex challenges.

We empower organizations to embrace play as a transformative force for growth and success.



OUR TEAM



Louis-Félix Cauchon

President

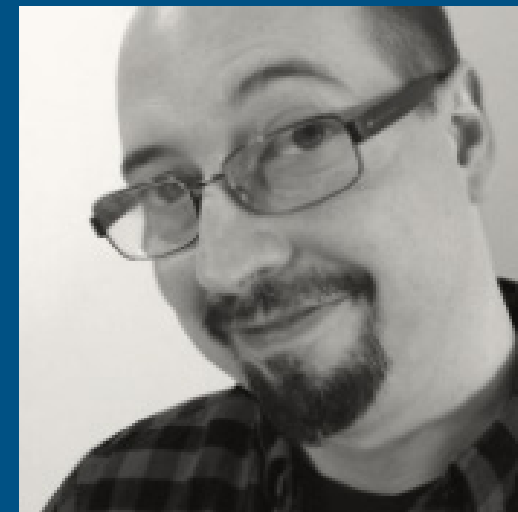
Louis-Félix Cauchon is a visionary entrepreneur with over 25 years of experience in tech and gaming. He co-founded Artifice Studio, leading to the success of the award-winning game 'Sang-Froid'. As the founder of La Guilde, he united 350 independent studios, fostering collaboration across Quebec. At Borealis, he serves as both the creator and Creative Director, spearheading the acclaimed 'Mages of Mystralia' and ensuring that every project is both impactful and engaging.



Simon Jutras

Designer & Project Manager

Specialist with 15 years of experience in gamification, educational games, video games, web, and board games.



Danny Godin, Ph. D.

Designer, Analyst, and studio director

Expert in design, co-design, project management, and pedagogy, with 24 years of industry experience.

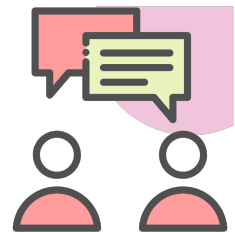
OUR KEY STRENGTHS



Multidisciplinary Team: We handle every aspect of a project—from concept to execution—with expertise in design, programming, visual art, and marketing.



Creativity that Solves Problems: We turn complex challenges into creative, playful solutions.



Custom Approach: Every project is co-designed with our clients, ensuring it perfectly fits their needs.

We're passionate about creating experiences that have a lasting, **real-world impact!**

WHAT WE OFFER

A Wide Range of Game-Based Solutions

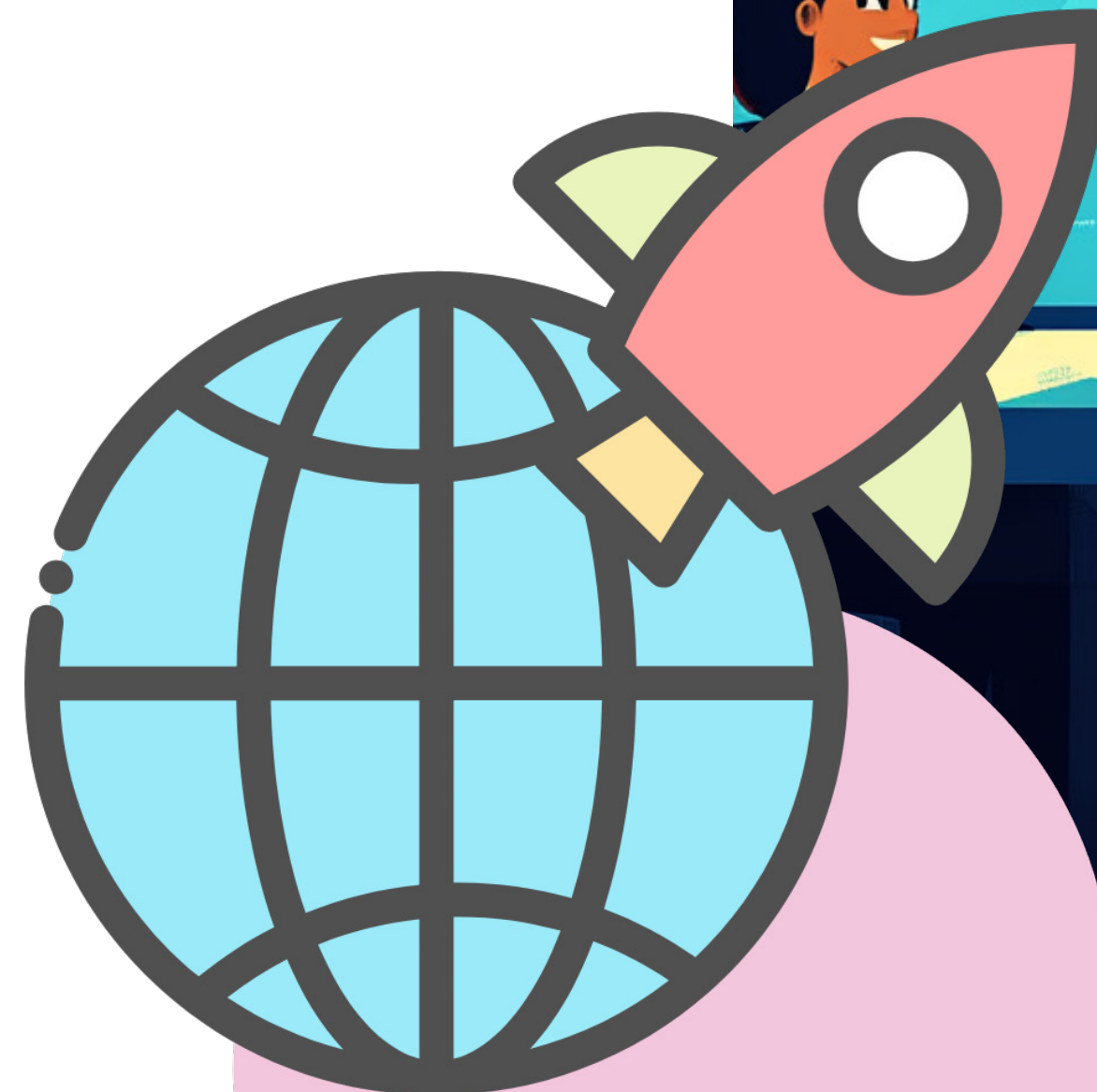
We create games that boost engagement and enhance learning, making each experience both immersive and impactful.

Serious / Educational Game Development:

Creating games that serve an educational or training purpose.

Consulting in Gamification Strategy: Helping you incorporate game mechanics effectively.

Quickly bringing ideas to life.



OUR SOLUTIONS ARE FOR ORGANIZATIONS READY TO INVEST STRATEGICALLY IN HIGH-IMPACT, INNOVATIVE TOOLS.

CONNECT WITH US TO SEE HOW BOREALYS CAN TURN YOUR CHALLENGES INTO CAPTIVATING ADVENTURES.



IGNITE CHANGE WITH US

LET'S TALK ABOUT HOW BOREALYS PLAYFUL SOLUTIONS CAN HELP

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BOREALYS.CA/EN





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PLAYFUL SOLUTIONS