



KPMG Global compliance game concept

Vision of KPMG on Gamification

KPMG has developed its own vision on Gamification, based on the KPMG Gamification Maturity Model. To be able to help the applied game industry grow into a mature phase, KPMG has also founded the KPMG Game Desk.

KPMG sees gamification, or applied gaming, as a impactful game-changer in the world of business to business and business to consumer professional services.

The following links will give you more information:

- [Fast Moving Targets: KPMG about the game industry](#)
- [Gamification of Business](#) (Youtube)
- Attached you will find the article on the KPMG Gamification Maturity Model (concept)

Background

KPMG The Netherlands is part of the international KPMG network, worldwide leading in audit, tax and advisory services.

Since the financial crisis has started, risk management is more important than ever. Especially financial organizations must deal with new rules and legislation on risk and compliance. KPMG professionals are as well impacted by this and must comply with codes of conduct and independence rules, to minimize the risk for the KPMG organization.

The Global Quality and Risk Management Group has developed trainings on different subjects like the KPMG code of conduct, independence, bribery, money laundering, fraud and the overall importance of being subject to applicable rules and legislation.

The Game

All, and more, of the listed trainings above, are mandatory for all 'client-facing professionals', who work at KPMG. Most of the trainings have also a final exam.

KPMG would like to offer these trainings to their employees as a game, to have an innovative approach on risk and compliance.

We imagine a graphical adventure game, like 'World of Warcraft'. Within the game, the player faces multiple scenarios and mini-games to deal with all topics. We would like to see a game which does not only offer a appealing single player modus, but also offers challenges and/or competition between different departments and countries.

The current objective is to develop a playable concept game, which offers multiple trainings and/or scenarios.

Proceedings

After internal final decision making, based on the concept game, the long term objective is to have the game further developed by the game industry to a full game and launch it on a global scale.

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