Fly to success!

Co-pilot your AI journey

Boosting Copilot adoption through gamified learning

2025

pwc

Are you ready to turn your Copilot transformation into a memorable and engaging learning journey?

Introducing PwC's interactive and immersive experience designed to overcome one of the most significant obstacles in digital transformation: user adoption. With 75% of digital transformations failing to achieve ROI, our course focuses not just on technology but on people—making change exciting, approachable, and enjoyable.

Key Benefits

1 Engagement at scale

Engage hundreds of employees in a single Copilot experience. Our past gamified learning challenge successfully reached over 10,000 employees in 20+ countries, replacing 8+ hours of training with an engaging 1-hour session.

2 Accelerated Adoption

Using gamified learning approaches can see adoption rates soar to 2.5 times higher* than those relying on traditional training methods.

*data taken from similar gamified learning projects delivered globally

3 Memorable Experiences

Transform learning into a thrilling team mission—like a digital scavenger hunt—where participants solve challenges using a Copilot chatbot as guidance. The challenge not only fosters hands-on skills but also encourages teamwork and excitement for new ways of working.

4 Tailored, Inclusive Design

Designed for today's diverse, multi-generational workforce, the course is accessible and engaging for all, from digital natives to newcomers. It can also be tailored and customised to address function specific areas (e.g. HR, Finance).

Why take part?

Traditional training methods fall short when it comes to fostering true digital adoption. Classroom sessions and static manuals don't excite or engage today's workforce. Our approach? Game-based learning. By harnessing familiar, enjoyable game elements, we create a safe environment where employees learn by doing, making the experience stick.

Ready to drive real change?

It is more than training; it's an adventure. Equip your teams with the skills, confidence, and enthusiasm they need to embrace Copilot. Make change memorable, fun, and impactful—this is the future of learning. Embrace the mission and bring your digital transformation to life with PwC!
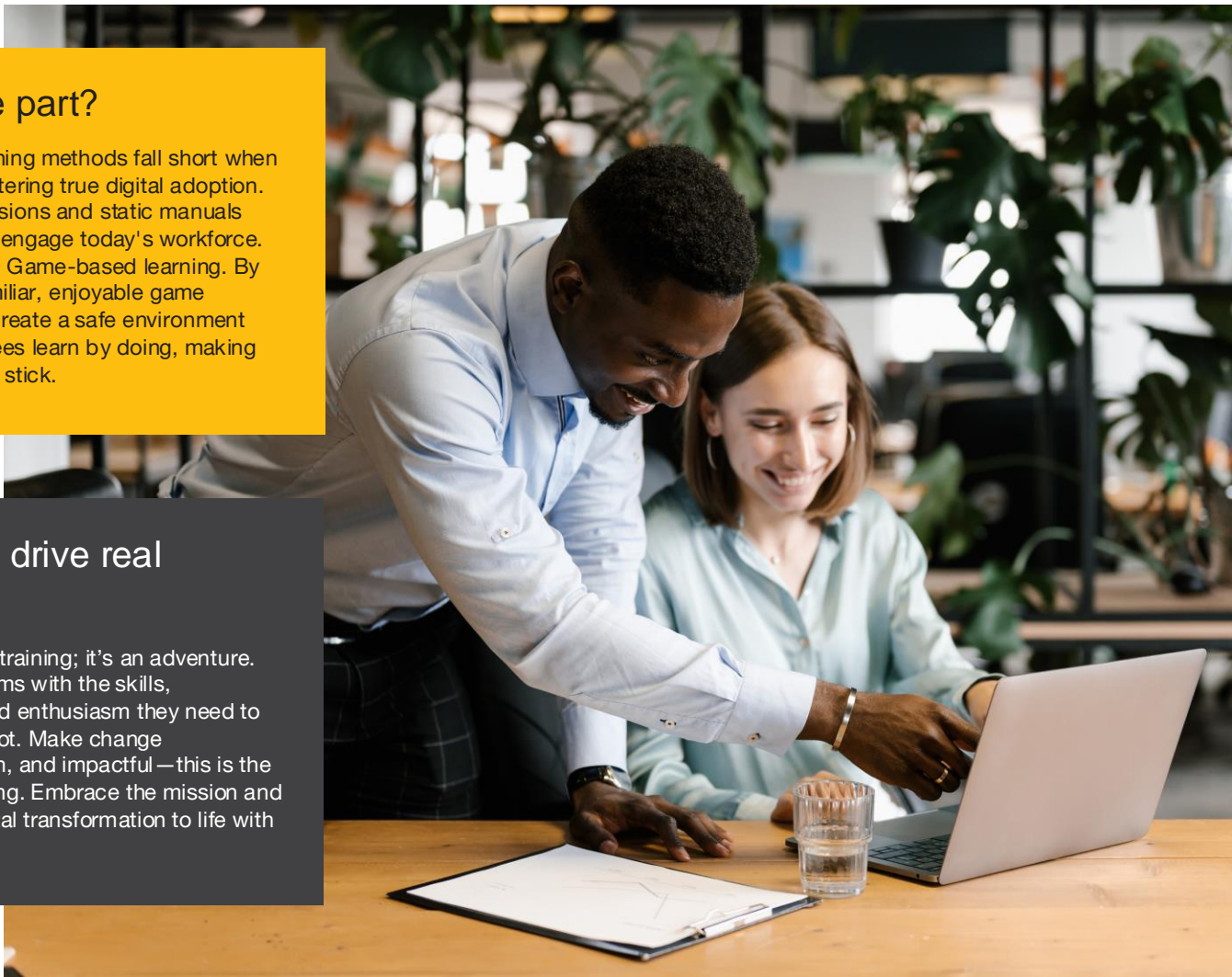
How does it work?

Participants are placed in a high-stakes scenario: a plane is stranded, and only a few passengers remain conscious. With no crew available to help on board, the passengers must rely on a digital "emergency chatbot" (powered by Microsoft Copilot) to guide them to safety. The chatbot provides prompts, resources, and hints to help each passenger complete a series of tasks which simulate real-world experiences with Copilot.

As participants progress through the tasks, they interact with Copilot to retrieve and analyse data, use in-app tools like Excel and PowerPoint, and collaborate to solve time-sensitive problems. Once all tasks are completed, the plane is able to land to safety as the central command team take over, ensuring safe landing, marking the game's successful completion.
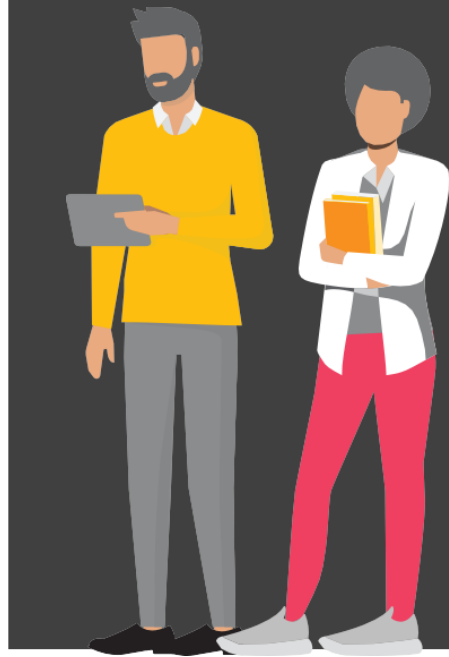
Learning objectives

1 **Master core Copilot functionality**

Equip participants to navigate Microsoft Copilot confidently by engaging with key tools and functions essential for daily tasks

2 **Develop Proficiency in Core Copilot Areas**

Guide users in applying CoPilot's capabilities to summarise, draft, analyse and search within scenario-based challenges that mimic real-world work scenarios.

3 **Build Confidence through Hands-On Practice**

Empower users to navigate Copilot independently, reinforcing knowledge through immersive, real-world scenarios.

4 **Enhance Collaborative Problem-Solving Skills**

Promote teamwork and peer learning by solving mission-based challenges.

5 **Embrace New Ways of Working**

Encourage adaptability and open-mindedness toward digital tools, fostering a positive attitude toward continuous learning and innovation.

6 **Create a Positive, Memorable Learning Experience**

Use gamified elements to build a lasting, enjoyable association with Copilot, boosting confidence and readiness for real-world application

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