

SUCCESS CASE

How Resmed empowered its high-performing sales team through strategic gamification.



Bio-pharma-healthcare



THE CHALLENGE

Resmed needed to strengthen the core competencies of its A-player team in **negotiation, time management, and leadership**, while also reinforcing key values.

The challenge was critical: to start the new fiscal year with a **well-prepared and efficient team**, capable of tackling commercial objectives with **practical, applicable tools**.

Their goals were to improve **productivity**, enhance sales **efficiency**, and foster motivation and healthy **competitiveness** within the team.

"The training delivered tangible value to day-to-day performance and reinforced a culture of continuous improvement."

– Hugo Almeida, Country Manager Spain & Portugal



THE SOLUTION

Resmed implemented the Game Strategies catalog, including internal feedback sessions after each game to share insights and experiences. The experience was tailored to ResMed's specific challenge, fostering **healthy competition** and **hands-on learning** within the team over a four-month period.

The **applied dynamic** included **onboarding meetings** and goal definition, **kick-offs for each game** with ongoing follow-up and support, and **final sessions** to review results and key learnings.



RESULTS



100
NPS



100%
applicability



100%
replay





RESULTS



Greater **efficiency** and **productivity** in daily tasks.



Healthy competitiveness that motivated learning and collaboration.



Immediate application of negotiation and time management techniques.

"Learning by playing, competing while growing, and improving together: that sums up our experience with Game Strategies."

– Hugo Almeida, Country Manager Spain & Portugal



LEARNINGS

The experience with Game Strategies transformed the way ResMed approaches sales team training. The project successfully combined **motivation**, **hands-on practice**, and **healthy competitiveness** into a unique experience that strengthened the team's commitment to both their professional development and the company's objectives.

Thanks to this initiative, training shifted from being a one-off activity to becoming a **strategic lever for growth and sustainable performance**. Gamification proved its effectiveness in generating applicable learning, maintaining engagement, and fostering a culture of continuous improvement within the team.

