



EXPERT SPEAKER INTERVIEW

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## What made you first start exploring the link between gamification and learning and development?

The link between gamification and learning and development was clear from the start. But the more I got into the backgrounds of gamification the more I realised that the gaming industry has mastered the art of engagement, by taking a multidisciplinary approach where humans are put central: human-centred design. Learning and development is, or at least should be, all about centring the human in the employee.

## Where do you look for sources of innovation?

For me that is literally everywhere. I believe in combining, making connections where possible. I was trained as an engineer/designer and have found that in innovation, when finding new solutions for problems the ultimate power is in combining.

## What has been the key to your success?

It has been about feeling the power of the concept of gamification, envisioning the future and stumbling on a vehicle (gamification) which easily gets the attention of people. This creates a starting point for a conversation on the way forward where I am able to bend the course of the conversation from process and technology to a more human centred one. I have been lucky that the timing of my path corresponds with the new wind, or direction within my company.

## Are there any challenges that you face? How are you approaching them?

Challenges are problems and as an engineer by heart I thrive on those. At the same time one has to have some form of success to energise that drive. My current challenges are very much centred on the ability

and willingness to experiment and making the step to execution. Safety is and will always be our number one priority but we have built in control after control and we are now working hard to have enough control but get rid of the overkill. My experience is that very little people will come to new insights from PowerPoint decks – they need experience. When myself and the people around me are able to guide that process in the right way, we turn the tide.

## What does the future look like for Air France – KLM and its people?

Challenging and tough but bright, fun and engaging, because as we have sharpened our customer centricity we also see this internally; this will go hand in hand with employee centricity.

## What are you most looking forward to as a speaker at the HR Directors Summit Europe?

To sharpen my own thoughts and those of others around the concept and implementation of employee engagement.

This interview has been released ahead of the 6th Annual HR Directors Summit Europe (31 May – 1 June 2016, Okura Hotel Amsterdam). Bringing together over 200 senior executives, including representatives of Bunge, McDonald's Corporation, Royal Philips, ASML, Celgene, BBVA to debate, learn and progress together. This premiere HR event offers an ample of opportunities to benchmark your strategies. To find out more visit: [www.eurohr.eu](http://www.eurohr.eu)