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## United States Air Force to Provide Negotiation Skills Training Using Video Games

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**Falls Church, VA** - Adayana Government Group ([www.adayana.com/government](http://www.adayana.com/government)) announced today that it received a contract from the U.S. Air Force Negotiation Center of Excellence (NCE) to develop an experiential learning environment designed to train negotiation skills in cross-cultural environments. The training objective is to prepare junior Air Force and Department of Defense (DoD) personnel (median age 30) on the application of basic negotiation principles in a culturally specific context. Interactive, 3-D game-like training scenarios will be scripted to allow students to practice foreign language skills, and to learn the cultural principles that form the basis of the societies where they operate. The solution will also support the use of interpreters to provide airmen exposure to this additional skill set. Critical to winning the hearts and minds of the populations where conflicts exist, this type of soft skills training is essential for mission success in today's operational environments.

"Understanding of cultural differences is a critical factor in developing trust relationships between ourselves and those in other societies – and is essential for successful negotiations with foreign nationals," stated Jeff Kidwell, Adayana Government Group President. "Implementing a training solution using video game technologies that will be compelling for the users – especially those from today's millennial generation – is an exciting proposition for us, and we look forward to the delivery of positive results for NCE."

Adayana is partnering with Orlando-based Vcom3D, Inc. ([www.vcom3D.com](http://www.vcom3D.com)) to develop the solution which leverages 3-D video game technology to provide a compelling learning environment with game play similar to commercial entertainment products. The experience, however, is based on solid instructional system design, subject matter expertise in negotiation, and accurate cultural representations to ensure an appropriate and relevant learning experience. Students will face a variety of situations where their use of language skills and understanding of cultural differences will dictate their success in reaching the next level. Emphasis will be made on the verbal and non-verbal cues of the scenario participants. Modules will be delivered via interactive computer-based multimedia with immediate and summary evaluative feedback, and through a learning management system that can deliver content to students located around the globe.



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### **About Adayana Government Group**

Adayana Government Group (formerly VERTEX Solutions), headquartered in Falls Church, VA, is an industry leader in the development and delivery of learning and human performance solutions and has served defense, civilian, and homeland security agencies for the past 14 years. Whether leveraging mobile learning or designing for multigenerational audiences, Adayana Government Group has developed award-winning programs to meet a variety of dynamic client needs. Adayana Government Group provides a wide array of services including management consulting, human performance technologies, and learning and development solutions. For more information, visit [www.adayana.com/government](http://www.adayana.com/government).