



Mobile Learning. Anytime. Everywhere.

Game Changer

*Gamification at
Work*

Gamification @ Work

Creating a Winning Strategy for Gamification in the Organization

As a starting point, it is important to understand how gamification would work in a business setting. Many questions and challenges to the idea often come up: Is it the right message to send - for employees to have fun at work? Are they going to take their job seriously? Aren't games silly and just for entertainment? Won't games take them away from their (real) work? What value would playing games offer an organization?

Gamification offers support for many talent development initiatives.

For gamification to be effective, everyone in the organization (top down, bottom up) has to be on the same page when it comes to setting its objectives, its expectations, its (projected) value, its level of contribution to the business, as well as its parameters for certain business situations. In this initial stage, another consideration is to outline what constitutes success for the program – is it 100% adoption rate? Is it a certain score on the games/the knowledge?, and, so forth. It is also a good idea to remind all stakeholders that work and having fun (i.e. playing games) do not have to be mutually exclusive, and should go hand-in-hand.

Gamification offers support for many different learning, training and talent development initiatives. It has different uses for the various stakeholders in different departments and divisions across the organization. For example, it is a terrific onboarding tool for new hires. It is an excellent product training tool. It doubles as an assessment tool – for both content evaluation & employee fit, for instance. It is also a tool to use to develop talent within your organization, especially among millennials, as they want to be at technology-forward companies and they want to learn – or, they will leave. Thus, it can be said that it is needed for employee retention, as well.

At the same time, it is important to consider the subset of learners involved, as well as their business objectives, in order to have successful outcomes. The approach in the Sales department, for instance, is far different than Human Resources – the inherent personality types, let alone the objectives of the division dictate such differences.

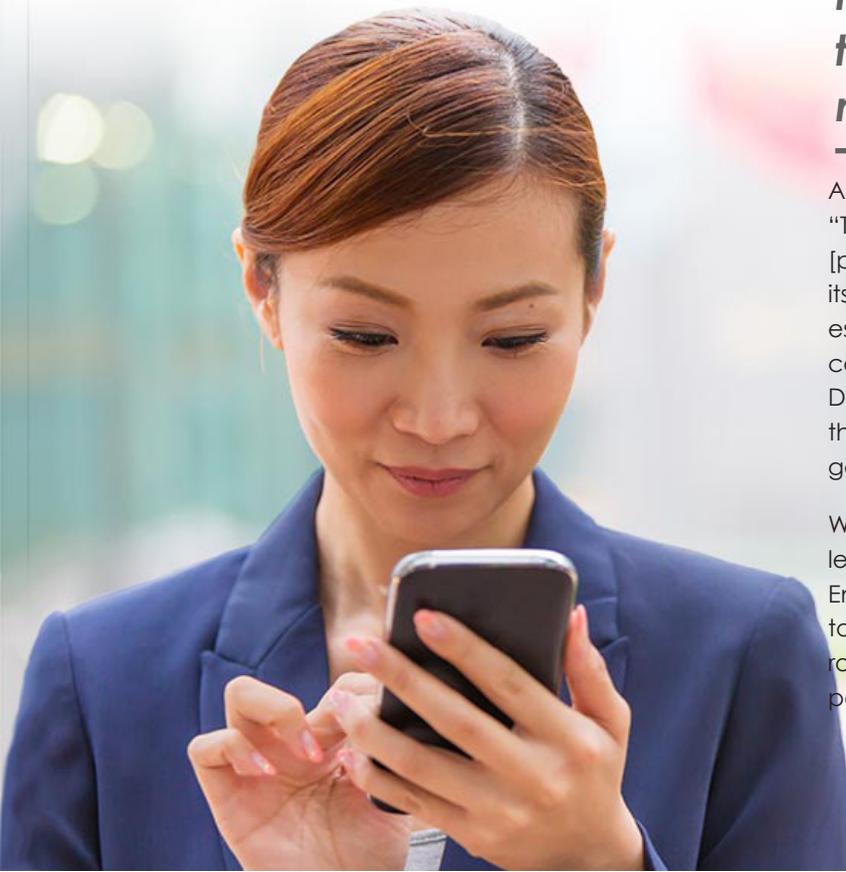
At Fidelity, Chuck Pickelhaupt echoes this philosophy and its various elements from his own experiences in his organization. As Pickelhaupt says, he has “grappled with the situation...where everyone was talking about gamification without really understanding it. Let's have a conversation about what your real goals are, and think about how to motivate [the various] people toward those goals.”⁶

The Proper Way of Thinking “Gamification”

“Think of gamification as a design methodology; think of it as a way to redesign your instruction to be more game-like.” - Karl Kapp

As Karl Kapp, a pre-eminent scholar in the field, reminds us, “The first thing to keep in mind is that gamification is not a [purely] technology-driven methodology.” Technology is its vehicle, or pathway, to the learner. The technology is essential and brings the learning format to the learner. He continues, “think of gamification as a design methodology. Don't think of it as adding technology to solve a problem; think of it as a way to redesign your instruction to be more game-like.”⁷

With this “redesign” approach, how does content and learning sound when it is described as more “game-like?” Engaging. Exciting. It is an activity that makes learners want to return to it, continually repeat it and include it as part of a routine. In this context, the content is suddenly much more powerful for the learner, and the organization.



Points, Badges, Leaderboards = Immeasurable Motivation and Competition

External measurement tools, including point scoring, badges and leaderboards, within gamification provide an incredible amount of motivation. The design of these elements is also important and plays a vital role in how the game functions, as well as for the learning to be effective. It should be a part of the initial planning and take into consideration the different segments of learners.

Meanwhile, the measurement options themselves can be wide-ranging. Badges can show progress with the content, or they can illustrate final mastery. Leaderboards can measure different aspects of the learning from engagement to actual game results. However, it is always prudent to keep the sampling smaller to instill further motivation. These tools should also be transparent to all learners. It gives them (literally) points of reference, and goals to reach.

These measurement tools are dynamic motivators for learners, creating further engagement.

A business example of badge use within gamification comes from Qualcomm. Its initiative was to incorporate all of its employees and give merit (badges) for participation and knowledge sharing. The employees received extra points "for doing unique things above and beyond, like answering a question that's remained unanswered for 30 days."¹⁰

The badges were then added to the employee's profile. It was this acknowledgement of their contribution that motivated them to return to the gaming platform, spend more time on it, be more engaged, answer more questions, and in turn, increase their learning. However, It was the company that received tremendous business benefits with such knowledge sharing.

Another example of motivating employees can be found with the use of leaderboards. Managers have noticed that they help with employee goal-setting. For some reason (psychologically), learners strive to reach goals on their own, if they participate in leaderboards. People naturally compete and want to show their accomplishments to others.

These measurement tools are dynamic motivators for learners, creating further engagement. More robust metrics and analytics (user rates, daily activities) can also be built into the gamification platform, which are able to evaluate various aspects of the content, learner knowledge, performance, and more.





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Companies who have adopted Scrimmage's Gamification Platform



SCRIMMAGE offers Mobile Learning & Training Technology Anytime, Everywhere. Simple, Secure, Responsive Accessibility to all Content + full Gamification, Social Collaboration & robust Reporting Tools are found on one platform, any device, every continent.

Sources:

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