



# Best Practices for Implementing Gamification in the Workplace



*With*

**Jonathan Peters, PhD**



This presentation is for **YOU** if  
you're the type of professional  
who wants to make sure this  
**NEVER** happens again...





# HELLO!

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## Jonathan Peters, PhD

Chief Motivation Officer at Sententia  
a Gamification Consortium.

[BigHead@SententiaGames.com](mailto:BigHead@SententiaGames.com)





**Entice**

**Engage**

**Encourage**

What is **your level** of  
knowledge and  
experience with  
**Gamification?**



**Gamification** is motivational design... It deconstructs game attributes to drive game-like player behavior in a non-game context.



# Games vs. Gamification









# Game the System™

## A Learning & Design Adventure

Produced by Monica Cornetti  
 monica@entreprenorise.com  
 972-951-2314  
 MonicaCornetti.com/GameSystem

Is it fun?

**Level 5: Shipwreck Reef**  
 Tally up the Assets to see if They Wanna Play!

Construct a rubric/know what you're doing together

Create an overall design that appeals to all the mix across

Take any thing back to the other four levels

Prototype, Playtest, and Iterate

What emotions do you want your players to experience?



**Level 4: Booty Cache**  
 Add Game Design & Mechanics



Make competition, collaboration, challenges, and achievements

Apply game mechanics to motivate your players

Identify the game elements you will use

Double check that learning has occurred

Identify how's we're a

Debrief each learning activity

Build relevant, challenging, and fun activities

Create the right mix of learning activities

Map the Game Experience

**Level 3: Pirate Pete's Tavern**  
 Design Variety into Your Learning Activities

What will be paying their debts?

Define measurable business objectives

What do you want your players to do?

Calculate metrics to measure behaviors (KPIs)

How will sound controls help you achieve what you want?

**Level 2: The Lost Lagoon**  
 Define Learning Objectives...  
 Fundamentals, the Building Blocks of Fun!

**Level 2: Dead Men Tell No Tales Come**  
 It's Story Time...  
 Create an Epic Adventure

Frame your quest in a compelling story

Access public domain stories

Experience story writing tools

Draft plot, characters, conflict, and conclusion

Write narrative through story beats and subplots

How to manage to make the writing stick





## Killers

**Defined by:**

A focus on winning, rank, and direct peer-to-peer competition.

**Engaged by:**

Leaderboards, Ranks



## Achievers

**Defined by:**

A focus on attaining status and achieving preset goals quickly and/or completely.

**Engaged by:**

Achievements



## Socialites

**Defined by:**

A focus on socializing and a drive to develop a network of friends and contacts.

**Engaged by:**

Newsfeeds, Friends Lists, Chat



## Explorers

**Defined by:**

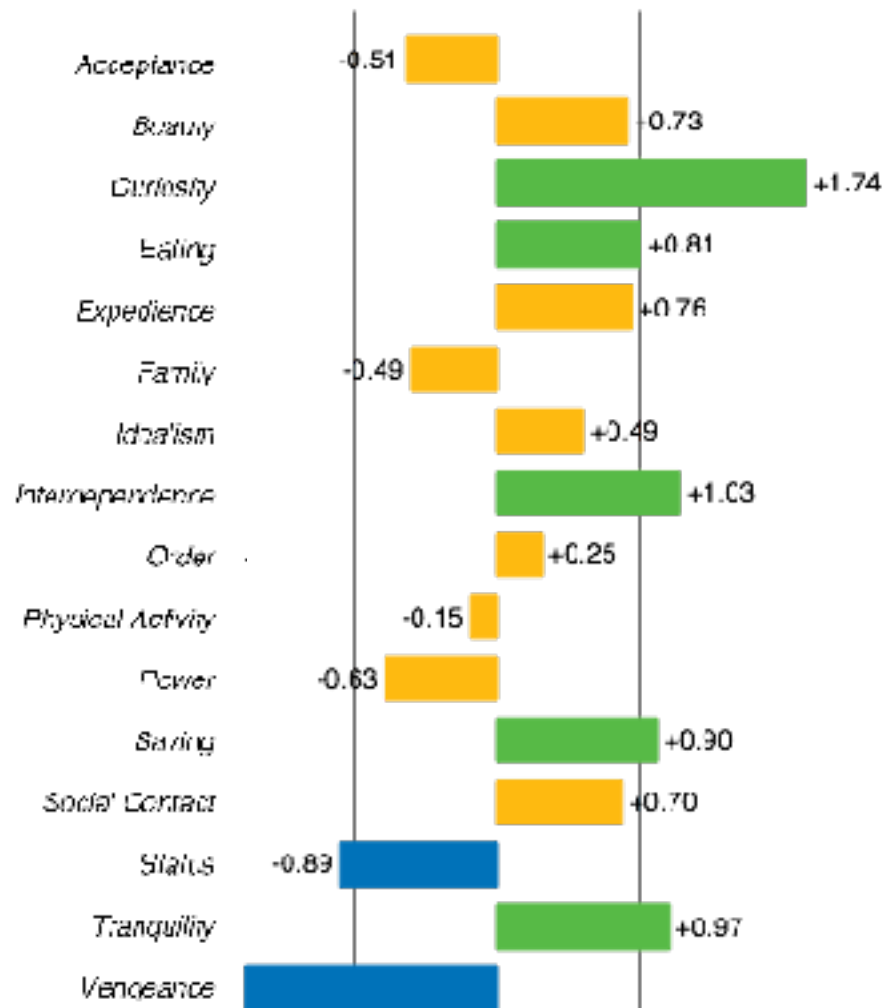
A focus on exploring and a drive to discover the unknown.

**Engaged by:**

Obfuscated Achievements

# SELF HUGGING

Reiss Motivation Profile



# Shawn Lock

## Conference Engagement

| Desire          | Color  | Comments  |
|-----------------|--------|---|
| Acceptance      | Yellow | Account Managers (AMs) are self-assured, persistent, and confident. However, there is a definite aspect of desiring recognition (sales leadership wants to recognize top performers as a way to push performance). Close to midline trending towards the high side. |
| Beauty          | Yellow | AMs need something that works, and it helps if they can get something designed well. Close to midline trending towards the high side.   |
| Curiosity       | Yellow | Most AMs need to know what they need to get the deal through. That's it. There is a subset that have a high level of curiosity and want to go deeper in terms of technology. Tends towards high side.   |
| Expedience      | Green  | AMs need to retire quota. A gamified enablement effort should support expediency. High expediency can still support corporate compliance. Will look to proactively build in positive ways to "game" the system.   |
| Idealism        | Blue   | The Dragnet "Joe Friday" of this would be "Just the deal Ma'am, nothing else."  |
| Interdependence | Yellow | Interdependence as needed. This trends toward the positive side, as a sales deal requires several roles to close (sales engineers, sales ops, business supporters, etc.). Tends toward high side out of necessity.  |
| Order           | Yellow | Close to midline. Varies based on individual style in handling a deal. A gamified environment just needs to provide flexibility to choose a desired route.  |
| Power           | Green  | The flexibility of the project will accommodate individuals along the spectrum here, but AMs who want to achieve top success will be able to.   |
| Saving          | Yellow | This will be important to any extent that achievements can be used towards other outcomes or resources. Trends to low side.   |
| Social Contact  | Green  | Focus here is on social contact as it relates to access to resources needed to do job.  |
| Status          | Green  | Status is important as it relates to acknowledgement and access to resources or individuals. Could be tied closely to expediency as it relates to closing a deal.   |
| Tranquility     | Blue   | Though low, this is probably a calculated risk. There's a balance between getting and losing a deal.  |
| Vengeance       | Green  | Competition is high for those that participate. However, there is a sufficient subset that are there to improve their own success, irrespective of competition. Vengeance may still apply, but it's for a separate purpose.   |



YOUR CHANCE TO  
**WIN**

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**Level 5: Shipwreck Reef**  
 Tally up the Assets to see if They Wanna Play!

**Level 4: Booty Cache**  
 Add Game Design & Mechanics

**Level 3: Pirate Pete's Tavern**  
 Design Variety into Your Learning Activities

**Level 2: Dead Men Tell No Tales**  
 No Story Time...  
 Create an Epic Adventure

**Level 1: The Lost Lagoon**  
 Define Learning Objectives...  
 Fundamentals, the Building Blocks of Fun!



What emotions do you want your players to experience?

Create a rubric/know that runs the project together

Create an overall design that appeals to all the participants

Take any thing back to the other four levels

Prototype, Playtest, and Iterate



What's the overall design that appeals to all the participants?

What emotions do you want your players to experience?



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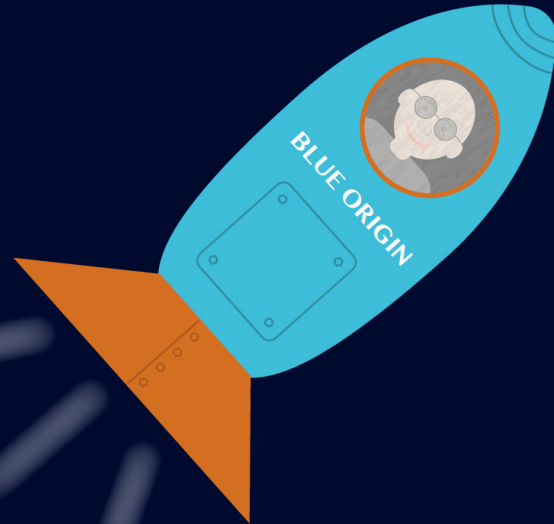
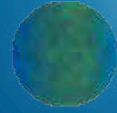
What's the overall design that appeals to all the participants?



# Snow White and Payroll Administration

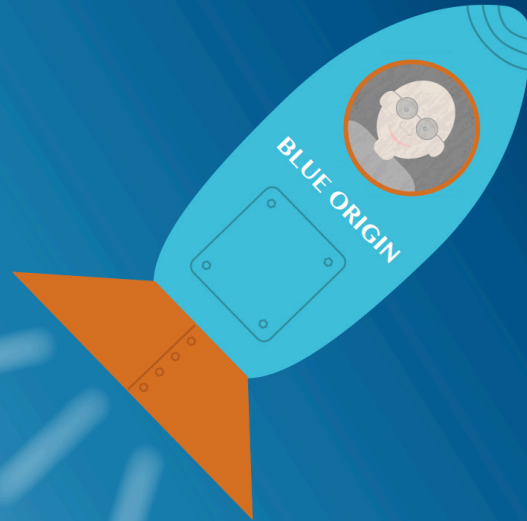
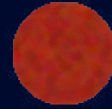


# Bring Jeff Home



START

Jeff travels to Mars to see if  
he can open a warehouse  
and shipping facility there.



NEXT

On Mars, Jeff meets a Martian who helps Jeff find specimens to take back to Earth.



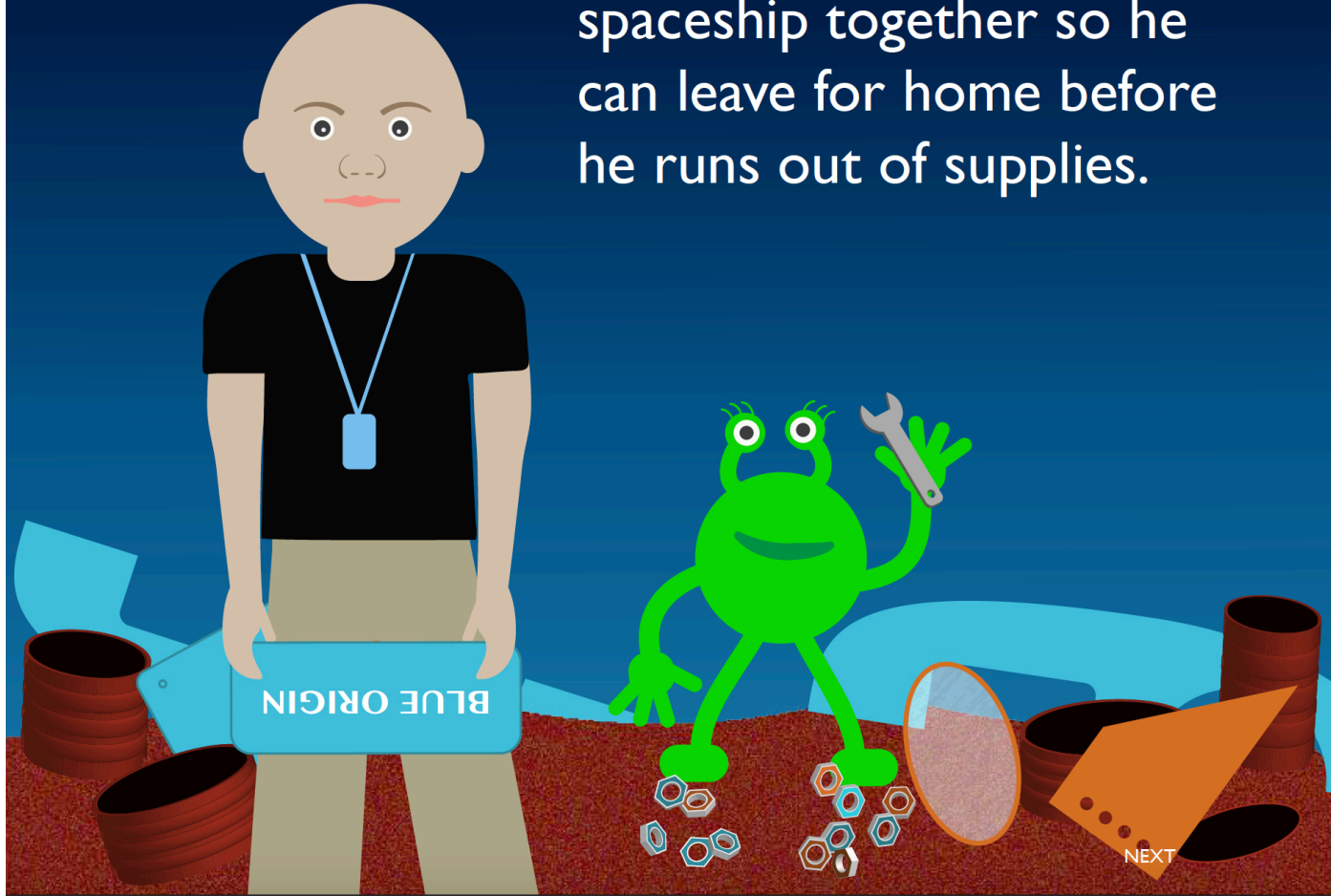
NEXT

One day Jeff returns from gathering specimens and find his spaceship in shambles.





NEXT

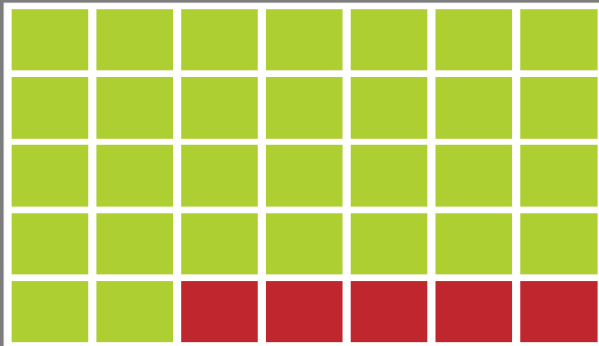
Jeff will need to put his spaceship together so he can leave for home before he runs out of supplies.



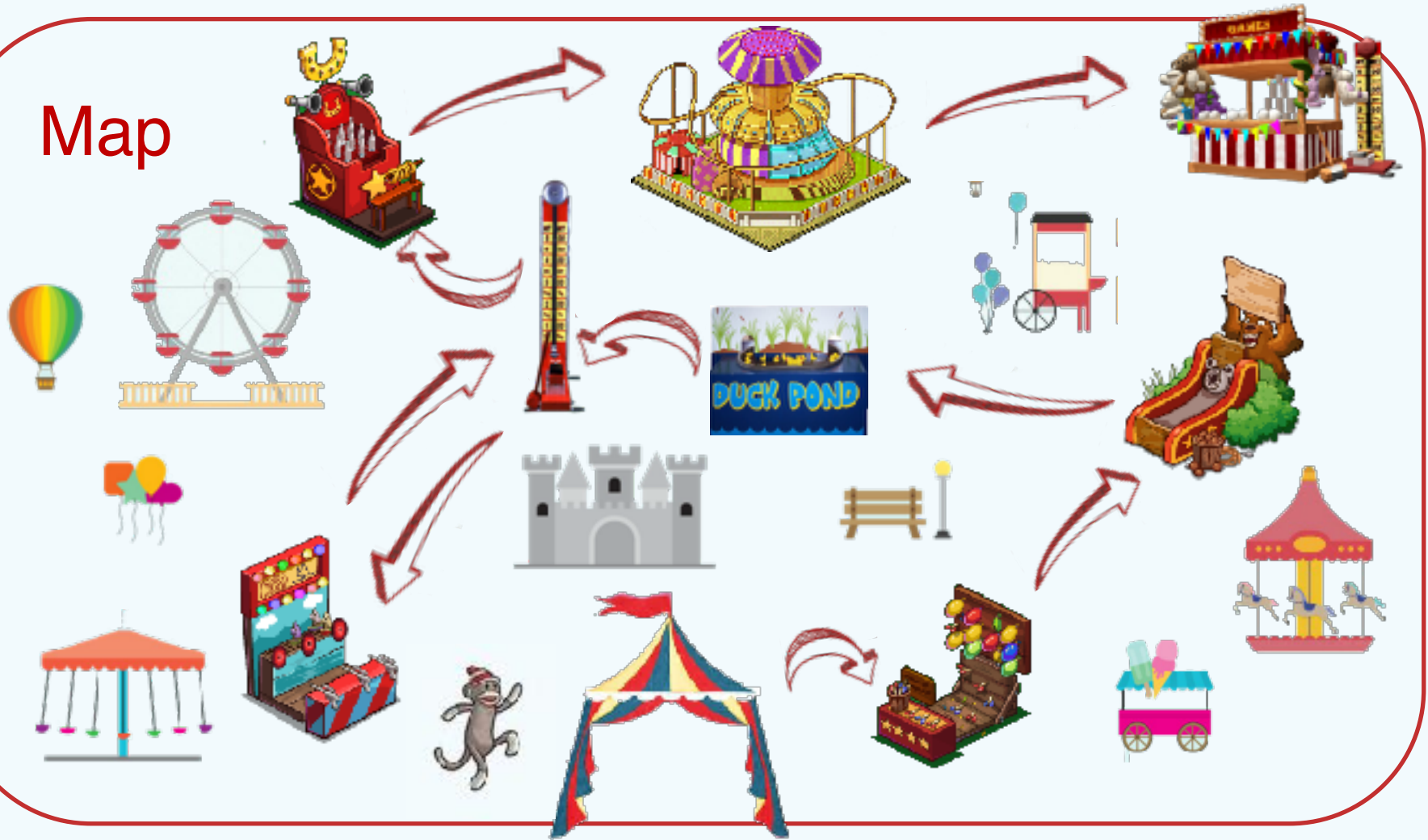
Jeff does some quick calculating.  
He can really use your help!

## Project Calendar

 days of food and water supplies     additional days needed to complete the spaceship



# Map







# Best Practices for Implementing Gamification in the Workplace



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# What Games Did You Play as a Child?



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 Tally up the Assets to see if They Wanna Play!

**Level 4: Booty Code**  
 Add Game Design & Mechanics

**Level 3: Pirate Pete's Concern**  
 Design Variety into Your Learning Activities

**Level 2: Dead Men Tell No Tales Code**  
 It's Story Time...  
 Create an Epic Adventure

**Level 1: The Lost Lagoon**  
 Define Learning Objectives...  
 Fundamentals, the Building Blocks of Fun!



What emotions do you want your players to experience?

Create a rubric/know that runs the project together

Create an overall design that appeals to all the net assets

Take any thing back to the other four levels

Prototype, Playtest, and Iterate

What do you want your players to experience?

What do you want your players to experience?



Use feedback to improve your overall design

Apply game mechanics to motivate your players

Identify the game elements you will use

Do you think that learning has occurred?

Identify what's working

Debrief each learning activity

Evaluate, challenge, and fix activities

Create the right mix of learning activities

Make the most of your time



Identify why you are making this project

Who will be paying for this project?

Define measurable business objectives

What do you want your players to do?

Calculate metrics to measure behaviors (KPIs)

How will fund sources help you achieve what you want?



Frame your quest in a compelling story

Access public domain stories

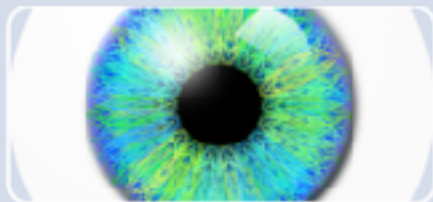
Experience story writing tools

Draft plot, characters, conflict, and conclusion

With a narrative thread, create an epic adventure

How do you want your players to do?

## Time for your Second Challenge of Level Three!



Pick a set of glasses and complete the exercise associated with them.



Take the bag of kernels and put them in your shoes. Walk to the outside fountain and back. Write down what it feels like.



Put a pair of gloves on. Have your partner tape your index and middle finger together. Take the candy pills from your pill jar, and separate them in the pill boxes- two to a day.

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Is it fun?



**Level 5: Shipwreck Reef**  
 Tally up the Assets to see if They Wanna Play!

- Prototypes, Playtest, and Iterate
- Time out! Get back in the other four levels
- Create an overall design that appeals to all the rest across
- Construct a rubric/know that runs the project together
- What mistakes do you want your players to experience?

**Level 4: Booty Cache**  
 Add Game Design & Mechanics



- Identify the game mechanics you will use
- Apply game mechanics to motivate your players
- Make competitive challenges and achievements
- Use feedback loops to improve your overall system
- Use your feedback loops to improve your overall system
- Define measurable business objectives
- What do you want your players to do?
- Calculate metrics to measure behaviors (KPIs)
- How will game design help you achieve what you want?

**Level 3: Pirate Pete's Tavern**  
 Design Variety into Your Learning Activities



- Map the Game Experience
- Create the right mix of learning activities
- Build relevant, challenging, and fun activities
- Debrief each learning activity
- Identify how's it going
- Double-check that learning has occurred

**Level 2: Dead Men Tell No Tales Come**  
 It's Story Time...  
 Create an Epic Adventure



- Frame your quest in a compelling story
- Access public domain stories
- Experience story writing tools
- Craft plot, characters, conflict, and conclusion
- How's it going? Let's make the learning stick
- With a narrative thread, create an adventure
- Identify why you are making this project
- Who will be paying for this project?
- Define measurable business objectives
- What do you want your players to do?
- Calculate metrics to measure behaviors (KPIs)
- How will game design help you achieve what you want?

**Level 1: The Lost Lagoon**  
 Define Learning Objectives...  
 Fundamentals, the Building Blocks of Fun!



# Over 300 Game Mechanics



Achievements

Easter Eggs

Progress HUDs

Special Challenge

Action points

Guilds

Punishment

Status

Advance priming

Levels

Puzzle guessing

Territory control

Ambassadors

Lifejacket

PvP

Tile-laying

Avatar

Leaderboards

Quests

Total Rankings

Capture/Eliminate

Lottery

Races

Trading Systems

Chance

Narration/Voice-Over

Random Rewards

Turns

Combos

Parties/Teams

Role-playing

Countdown clock

Penalties

Social Graph

Currency

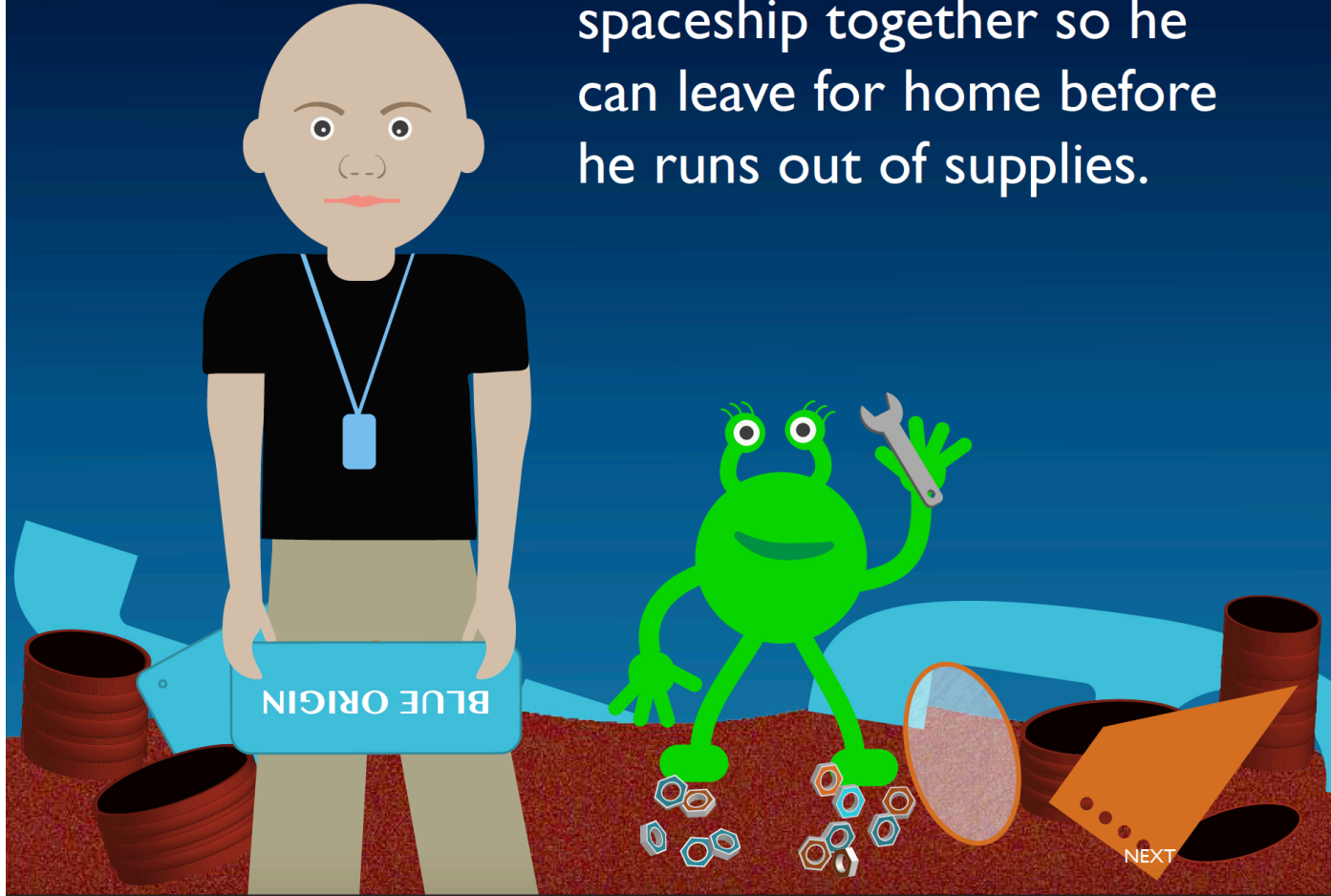
Points

Dice/ Lottery

***...Less is more***





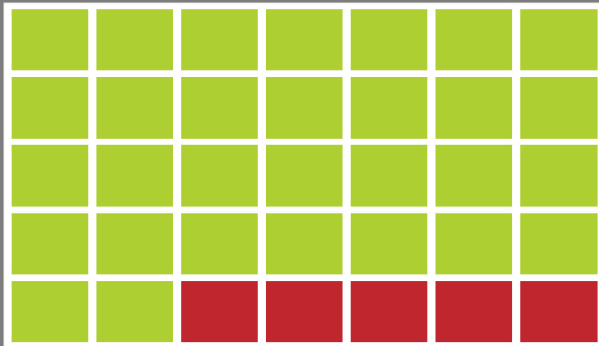
Jeff will need to put his spaceship together so he can leave for home before he runs out of supplies.



Jeff does some quick calculating.  
He can really use your help!

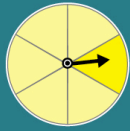
## Project Calendar

 days of food and water supplies     additional days needed to complete the spaceship

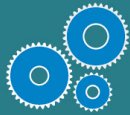




# Here's how you can help Jeff.



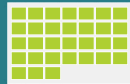
Spin the dial.



Solve the customer service scenario.



Earn tools to help Jeff rebuild his spaceship.



Rebuild the spaceship before Jeff runs out of supplies.

## Earn badges and phonetool icons to show how well you've done!



NEXT

## Scenario Narrative



What is your next move?

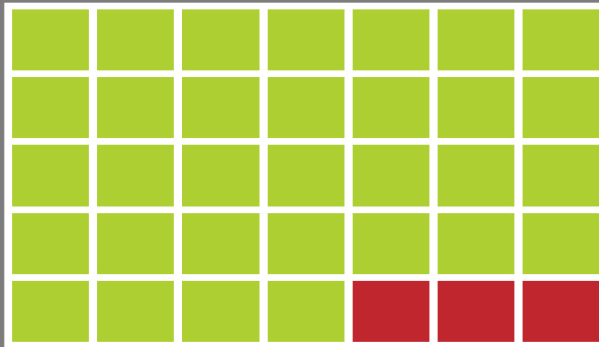
- Answer A
- Answer B
- Answer C
- Escalate this issue to another CSA

Learn more and come back to solve this scenario →

Nice! Jeff will get home 3 days earlier because you earned him a <tool name>.

## Project Calendar

 days of food and water supplies  additional days needed to complete the spaceship



## BONUS DEAL




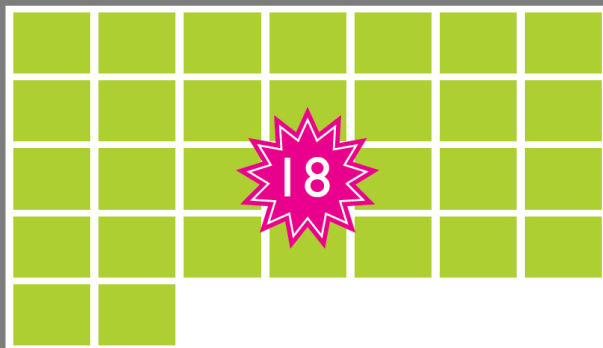
Free <bonus tool name> included with the <consolation tool name>.  
Jeff can get home an additional 2 days early.

Amazing job!

You helped Jeff get his spaceship ready to launch in only 18 days.

## Project Calendar

 days of food and water supplies



### Congratulations!

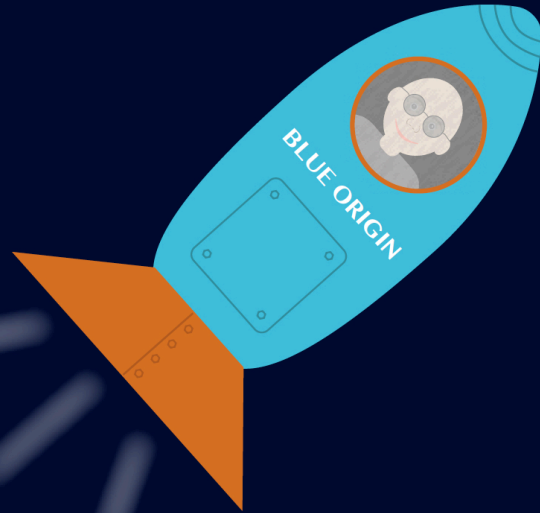
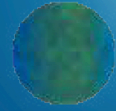
You've earned your LMS badge and phonetool icon!



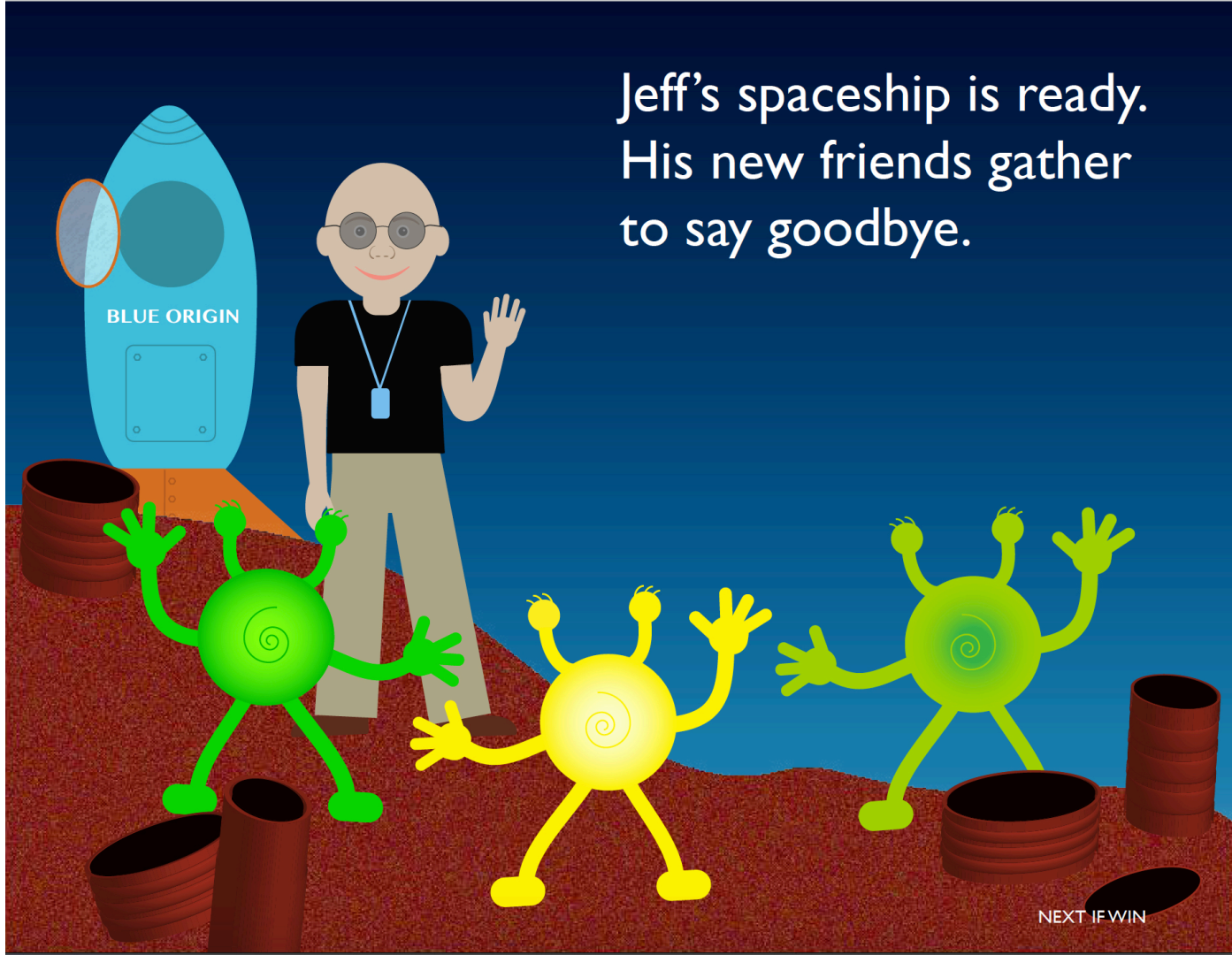
## Toolbox



Jeff leaves for home after a  
successful trip to Mars.



Jeff's spaceship is ready.  
His new friends gather  
to say goodbye.





YOUR CHANCE TO  
**WIN**

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Protocols, Playtest, and Iteration

Is it fun?

**Level 5: Shipwreck Rescue**  
 Tally up the Assets and how they Connect to Play!

Construct a network of relationships that drive the project together

What elements do you want your players to experience?



**Level 4: Booty Code**  
 Add Theme Design & Mechanics



Use your shipwreck assets and connect them to your theme

Use your shipwreck elements to create a compelling action

Use competition, collaboration, challenges, and achievements

Apply game mechanics to motivate your players

Identify the game elements you will use

Double check that everything has accounted

Identify what's kept

Define each learning activity

Build relevant, challenging, and fun activities

Create the right mix of learning activities

Map the flow of experience

**Level 3: Pirate Pete's Tavern**  
 Design Variety into Your Learning Activities



**Level 2: Dead Men Tell No Tales Come**  
 It's Story Time...  
 Create an Epic Adventure



Identify why you are creating this project

Who will be paying for this project

Define measurable business objectives

What do you want your players to do?

Calculate metrics to measure behaviors (KPIs)

How will your content help you achieve your vision?

Frame your quest in a compelling story

Access public domain stories

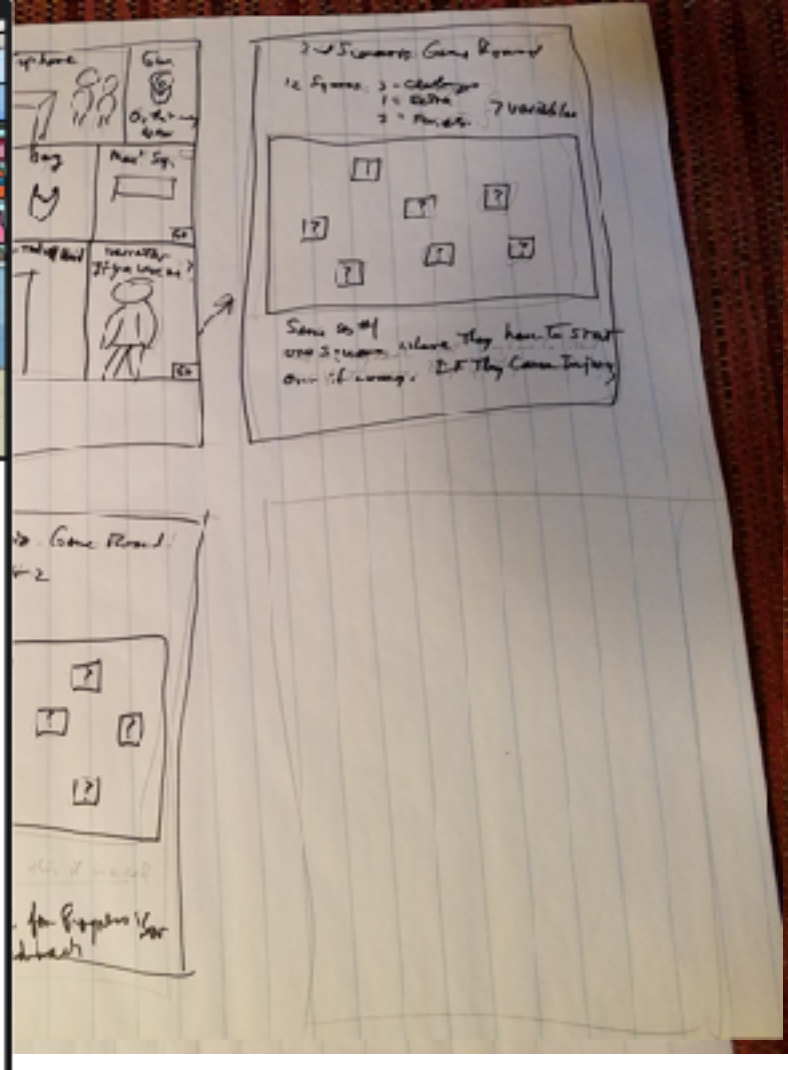
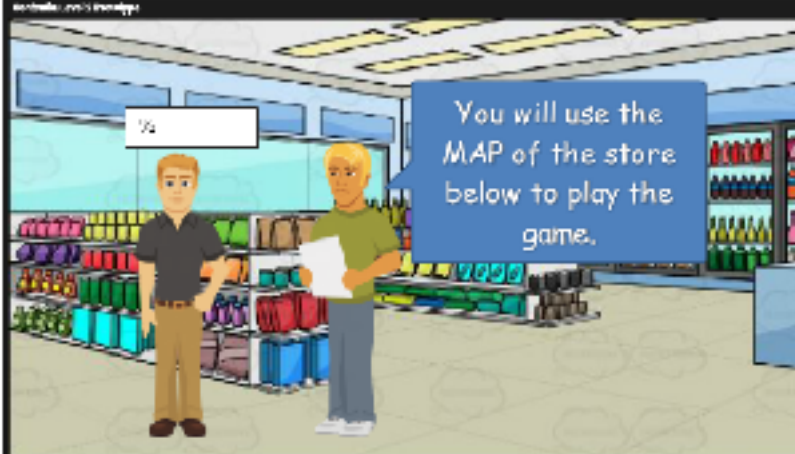
Experience story writing tools

Draft plot, characters, conflict, and conclusion

Write narrative through story beats and subplots

How to manage to make the writing stick





**If you follow our proven  
5-step process...**

**we basically  
guarantee  
you a  
successful  
program.**



Let's draw for a **FREE**  
Level 1 Gamification  
Apprentice Certification.  
(A \$497 value)





# Why will you use gamification?



**FUN**

**Behavior Change**

**Generations**

**Lower the Barrier to Entry**

**Developing Skills**





# Best Practices for Implementing Gamification in the Workplace



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