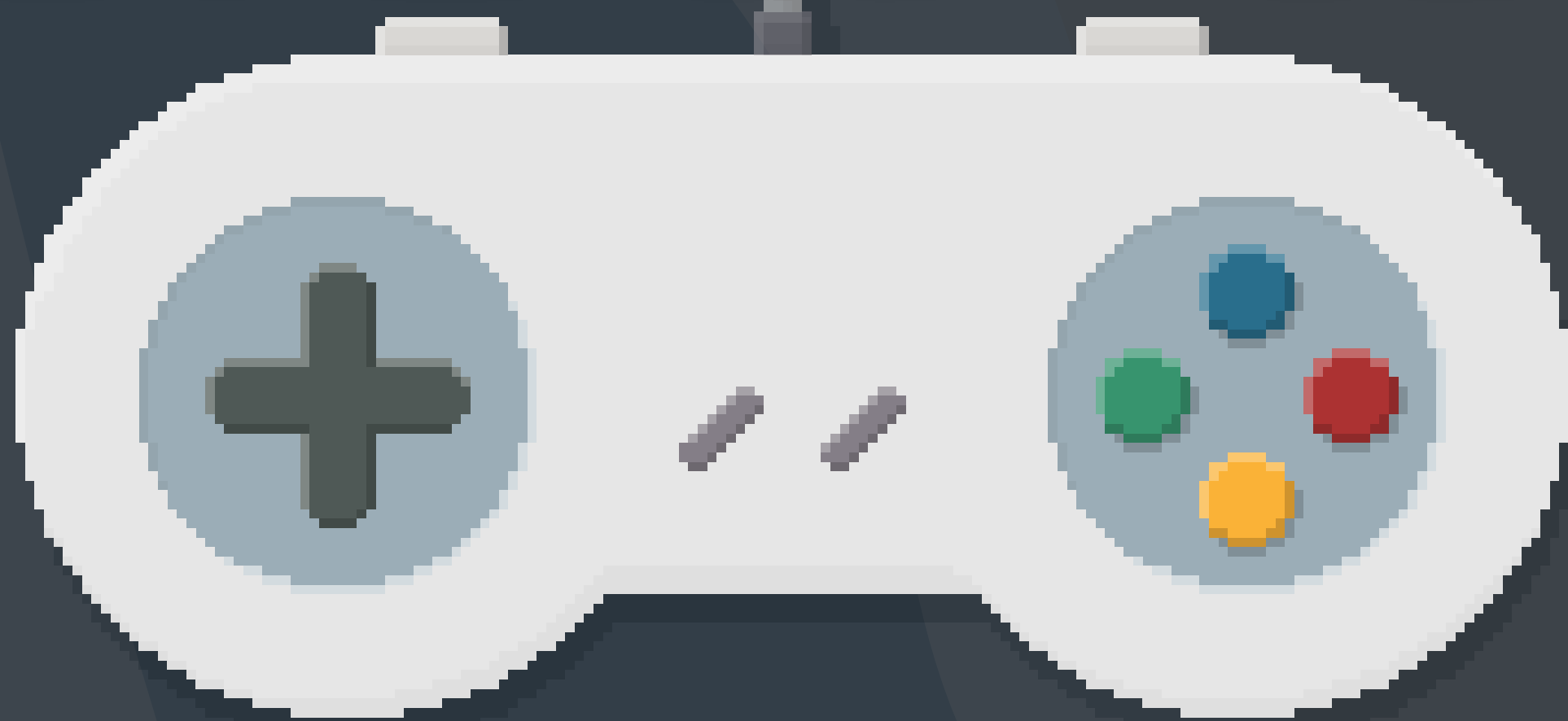


6 STEPS TO WINNING GAMIFICATION



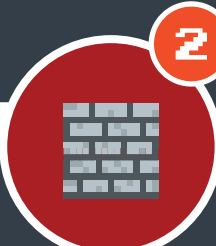
1



DEFINE YOUR OBJECTIVE

Define Your Objective: Gamification works best when designed to support a defined learning objective. Having that objective support a stated business goal is even better. Be careful not to fall into gamification for gamification's sake.

2



IDENTIFY LEARNING ACTIVITIES

Identify Learning Activities: Select the courses that help learners master the skills they need to reach that well-defined objective/business goal.

3



INCORPORATE CULTURE

Incorporate Culture: To get employee buy in/participation, tap into your tribe. Gamification that references a culture that employees are already familiar and aligned with will resonate more deeply with your employees.

5



TIME LIMITED

Time Limited: Set a start and end date for the game. Just like those 50% off specials with an expiration date... we hate to miss out.

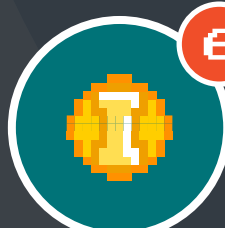
4



K.I.S.S.

K.I.S.S. (Keep It Super Simple): Incorporate common game elements. Develop "rules of play" that are easy to understand. Scoring can be based on points, milestones or a combination of both.

6



REWARD

Reward: Game play can be positively motivated both intrinsically and extrinsically. Psychological, digital or physical, we enjoy the feeling when we gain something. Make a case for intrinsic rewards for playing but don't forget to pick up that grand prize!