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WORK GAMIFICATION

While playing games, there is an element of fun which makes the activity of playing games fun. On the other hand, work is considered traditionally a serious activity. The concept of having fun at work by gamifying work process is called Work Place Gamification. This happens by transforming the culture of the organization into gamified elements. In the light of research carried out on gamification it has been revealed that gamification improves performance and productivity. Gamification makes use of the fact that people enjoy playing games in a safe but competitive environment. Different type of rewards and feedback mechanisms are setup to enhance performance. The rewards can take the form of points, badges, leader boards, meaning full avatars etc.



Gamification has been also use in the work base scenario to improve employee motivation, employee engagement and enhance performance. The existing work processes can be tuned according to the game elements to have more fun and more productivity at the same time. It turns out to be a win –win situation for everybody.

According to the World Study most of the global workforce is not engaged. To improve performance and engagement we need to apply Work Gamification in our work place, once we apply Work Gamification process we will feel less stress and more engagement. The purpose of the Work Gamification is to improve performance in organizations or teams in a fun manner. Work Gamification develops better communication and understanding in individuals and teams.



BENEFITS OF WORK GAMIFICATION

- It's a win-win model for the organization and the employees, as both get what they want
- There is a tremendous incentive for the employees to enhance performance and thus generate more revenue for the company

WHY WE SHOULD GAMIFY WORK

- Apply engagement psychology to work gamification
 - Understand the motivating factors that make work fun
 - Understand the Brain's genetic Clarity getting processes and how they are currently affecting individual actions
 - How Attitudes and competencies can be gamified
 - Learn and apply creative problem solving to identify gamification opportunities
 - Learn and apply Gamification structure
- Improve productivity, learning and engagement through gamification
 - Enhance organizational culture
 - Create a consistent system of performance measurement that is fun and provides a platform for training and policy ROI assessment
 - Develop leadership across all positions



MOTIVATING FACTORS THAT MAKE WORK FUN

- Safe environment – No Blame Zone
- Supporting Partner
- Gamifying work process – Communication and interaction
- Objectives
- Behaviors to achieve objective
- Emotional drives to achieve behaviors
- Themes – dynasty
- Mechanics and structure
- Reward and Feedback



FUN AT WORK



GOALS AND OBJECTIVES:

- Setting up goals in Gamification
- Learning Gamification
- Work Process Gamification
- Identifying and refining objectives
- Setup milestones for Goals



BEHAVIOURS:

- How behaviors effects performance
- Positive behaviors
- Focusing on the process
- Excitement
- Fun
- Energy
- Undermine Negative behaviors
- No blame
- Do not React

RIGHT EMOTIONS:

- Emotions play important role in having fun
- Find the right and balance of emotions
- Identify Behaviors
- Emotional Drives are the key



THEMES:



- Setup themes for the games
- Having the correct themes
- Why correct themes are important
- Increase innovation
- Creative Problem solving

MECHANICS:

- The process required to achieve the goals to win the game

WORK MECHANICS:

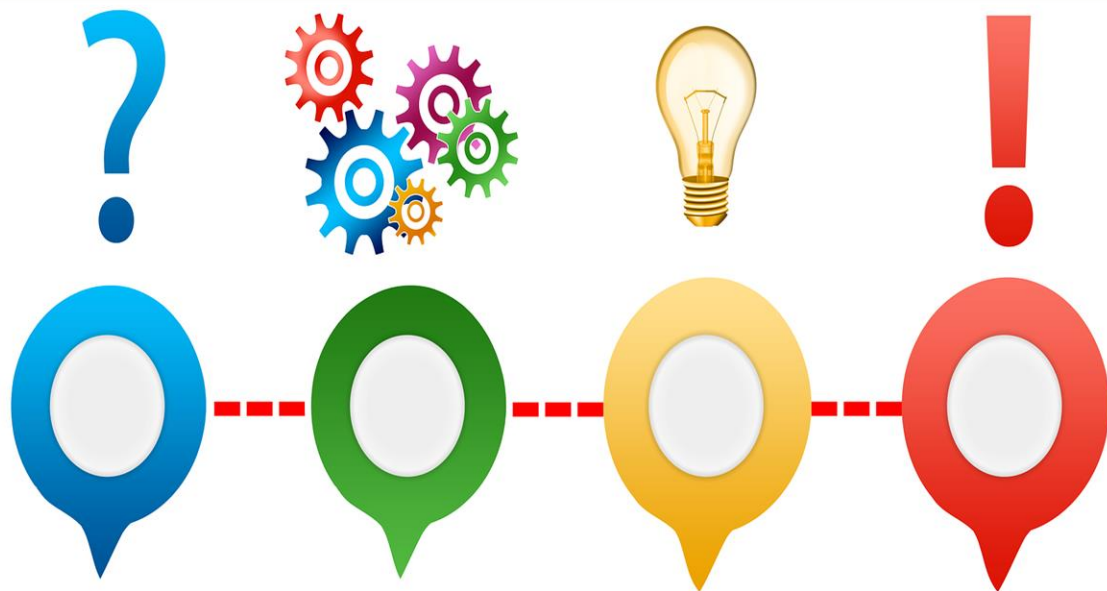
- Competition
- Levels
- Time
- Challenges
- Rewards

LEARNING MECHANICS:

- Summary
- PPT / Slides
- Demo
- Videos
- Research



THEMES AND PROCESSES



RESOURCES:

- Money
- Badges
- Team unity
- Points
- Rewards
- Achievements



❖ RIGHT PARTNERS :

- Determining what you need
- Finding the right partners
- Right partners will lead you to success

FEEDBACK:

- Setting up feedback mechanism
- Measuring feedback
- Comparison with goals
- Adjusting Feedback to get results



TESTIMONIALS

“We had a session with Mr. Ahsen Qazi on Work Place Gamification. I found this session to be truly amazing and Beneficial for my team.”

CEO – SRK Communication

“Today we had a session on Work Place Gamification I really enjoyed this program it is really beneficial and I would recommend this to others”

Business Development Executive- Saira

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