



HOW GAMIFICATION IS RESHAPING CORPORATE TRAINING

FEATURING 10 EXAMPLES (BEYOND BADGES AND LEADERBOARDS)

by Asha Pandey, Chief Learning Strategist, EI Design



ABOUT THE AUTHOR

Asha Pandey is the Chief Learning Strategist at EI Design. She heads the organisation's Solution Architecting and Innovation teams and brings her rich 15 years' experience into play to help EI Design customers transform their learning and keep pace with the changing dynamics in the Learning industry.

A regular writer for various global Learning forums, Asha is one of the most recognised thought leaders in the industry. She also shares her insights regularly on a range of topics on her blog at www.eidesign.net/blog.

PREFACE

As an Instructional Designer and a Learning Strategist at EI Design, I am always on the lookout for new possibilities and approaches to help us create more engaging learning experiences.

Usage of Gamification for corporate training (particularly for serious learning that is, meeting specific learning outcomes) is more than a buzz today.

“

Worldwide revenues for Game-based Learning products reached \$2.6 billion in 2016. The global five-year compound annual growth rate (CAGR) is a robust 22.4%. Revenues will surge to \$7.3 billion by 2021.

Source: The 2016–2021 Worldwide Game-based Learning Market, Ambient Insight, LLC

”

In its journey and evolution over the last five years, Gamification has become a significant part of organisational learning strategy and is clearly reshaping corporate training.

Through this eBook, I provide several pointers on how you can use Gamification for your varied corporate training needs. It also provides insights on why it should be a part of your learning strategy.





TABLE OF CONTENTS

Select each section to learn more.

Section 1

Gamification Basics – Definition and Benefits

Section 2

Gamification for Serious Learning

Section 3

Gamification in Corporate Training

Section 4

Validating the Suitability of Gamification in Corporate Training

Section 5

Examples of Gamification in Corporate Training



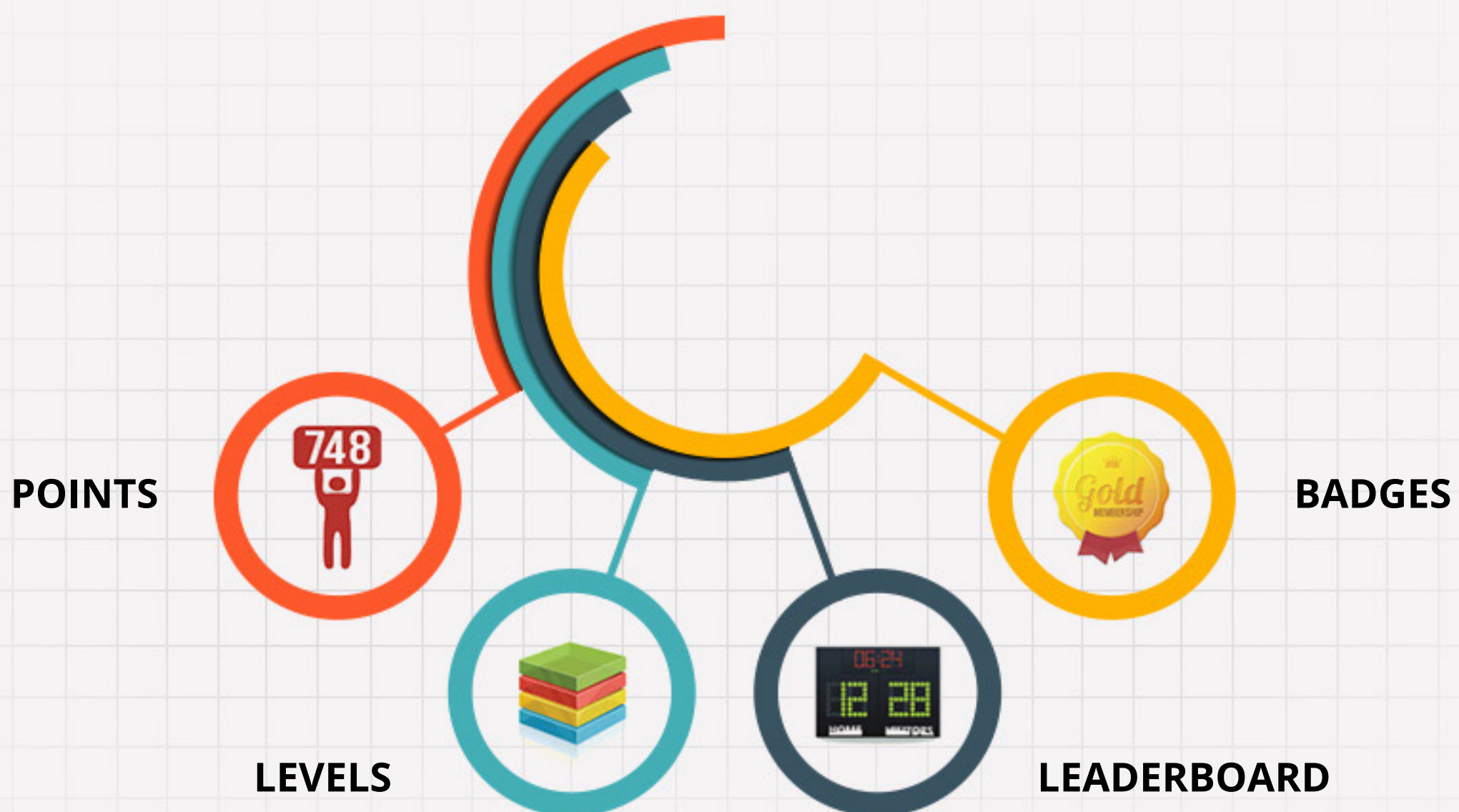
SECTION 1

Gamification Basics – Definition and Benefits

WHAT IS GAMIFICATION?

Gamification is an approach where elements and principles of gaming are used to create a more effective and engaging learning experience. Gamification can be used effectively to help learners apply their learning on the job through real-life situations in a controlled environment.

Gamification-based learning courses will typically contain components like a storyline, challenges, rewards and analytics, as shown here.



The key elements of Game mechanics that are part of our Gamification practice include:

1. Challenges (learning goals)
2. Levels (learning path)
3. Instant feedback (to aid progress)
4. Scores (accomplishment and gratification)
5. Badges (for significant achievements)
6. Leaderboards (for analytics)
7. Competition (to assess where you stand against others)
8. Collaboration (when multiple teams play)



WHAT ARE THE BENEFITS OF GAMIFICATION?

If you were to ask an employee the top two things that motivate them, you are likely to hear recognition and rewards. It comes as no surprise that what motivates the employees needs to be part of the learning strategies so that we have an engaged and a motivated audience for the training. This is where Gamification for learning fits in.

Besides being fun, engaging and motivating, Gamification provides the following seven key benefits:



- 1. Better learning experience**
When learner engagement is high, there is greater recall and retention. With Gamification, learners show high levels of engagement as they learn and have fun at the same time.
- 2. Better learning environment**
The learning environment that Gamification in eLearning provides is not just informal and effective, but also safe and apt to reinforce learning. Learners get to place themselves in circumstances similar to real-life situations and the decisions they make here go a long way in helping them retain knowledge.
- 3. Instant feedback**
The learning reinforcement is immediate, as learners get instant feedback telling them whether the decisions they make are right or not. This is also a great way to up the learner engagement and retention quotient.
- 4. Prompting behavioural change**
Gamification is not just about points, badges and leaderboards. When used wisely in tandem with scientific principles of repeated retrieval and spaced repetition, Gamification can bring about the desired behavioural change, effectively.
- 5. Can be applied for most learning needs**
Who says Gamification has a limited scope? It finds a fit in learning strategies for most learning needs – induction and onboarding, product sales, customer support, soft skills, awareness creation, compliance, you name it!
- 6. Appeals to the millennial workforce**
Organisations worldwide are seeing an increase in the millennial workforce, and this group of learners needs an approach that is different from the traditional eLearning approaches. This learner profile relates well to Gamification-based training.
- 7. Impact on bottom line**
With all these benefits and factors contributing to a better learner experience, Gamification helps rake in a significant gain for organisations and their businesses.



SECTION 2

Gamification for Serious Learning





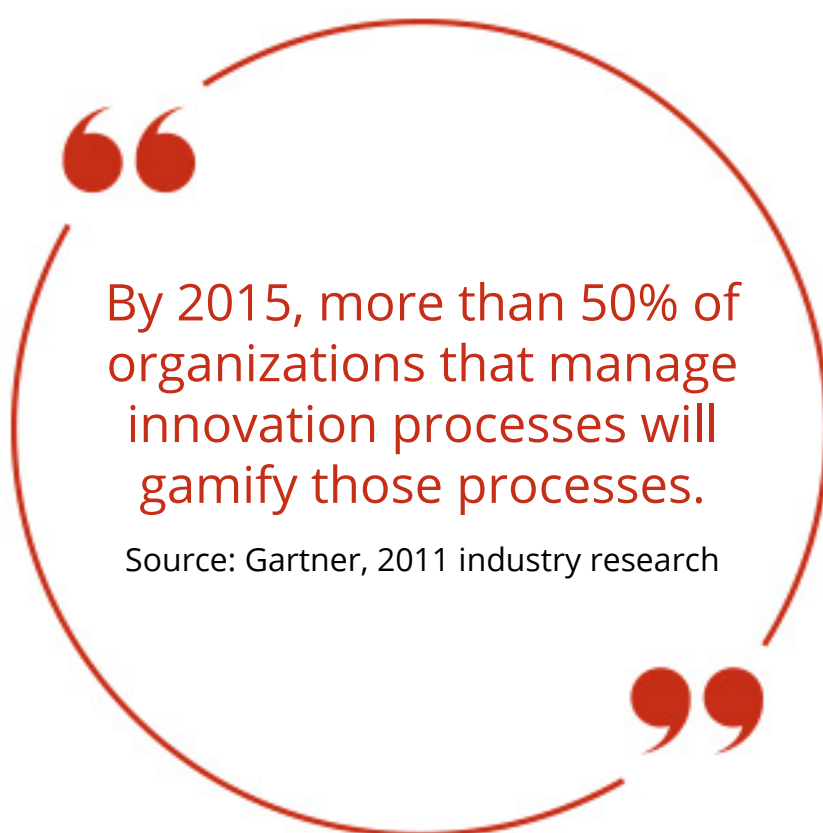
DOES GAMIFICATION IN ELEARNING TRULY HELP LEARNERS LEARN?

Several organisations do not consider Gamification in eLearning as a viable approach on account of higher cost, longer turn-around time to develop and so on. Many shy away from using it in their formal eLearning programs, believing that while it is fun for the learners, it does not necessarily lead to a learning outcome.

However, there are some interesting statistics that clearly establish it cannot be ignored:



Gartner’s research estimated that more than 70% of Global 2000 companies would offer at least one gamified application by the end of 2014, although not all effectively.

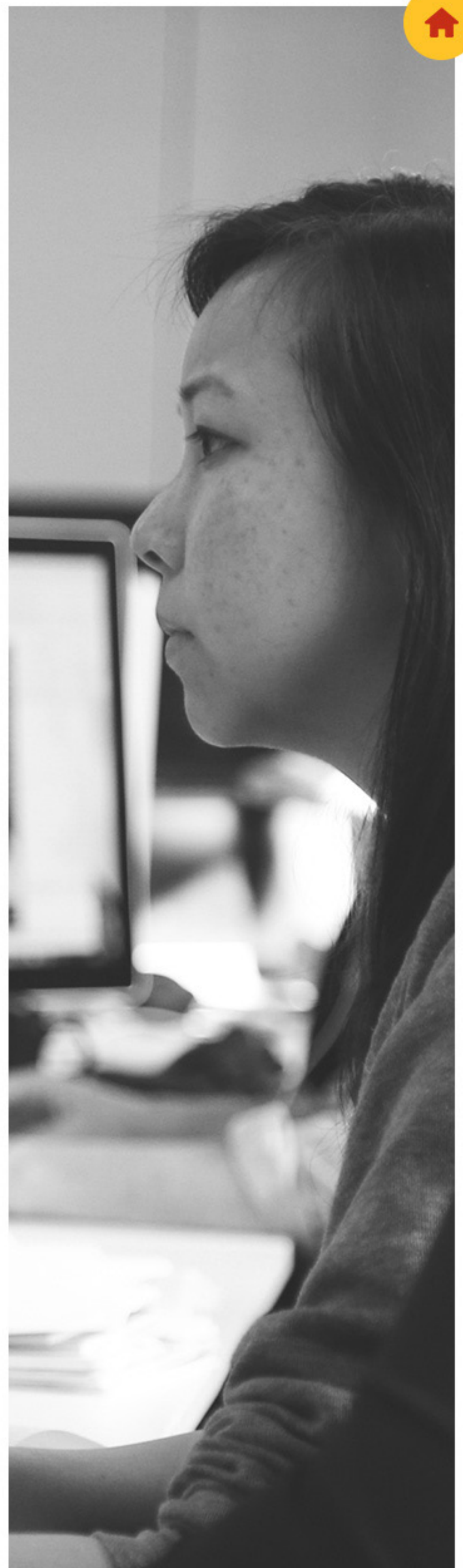




CAN IT MEET SPECIFIC LEARNING OUTCOMES LIKE TRADITIONAL ELEARNING, OR IS IT 'JUST FUN AND NO SPECIFIC LEARNING GAIN'?

Gamification is not just about having fun. Much like traditional eLearning, it can be used to meet specific learning outcomes. We have used it precisely for this and we've done it by:

- ✓ Applying game mechanics in a non-game situation
- ✓ Providing a platform and a safe environment for learners to face challenges that they would face in real-life situations
- ✓ Designing solutions with 'serious game-based' concepts and mapping the game objectives to the learning objectives
- ✓ Creating web portals that integrate the best of Microlearning techniques, Social Learning and customizable learning paths

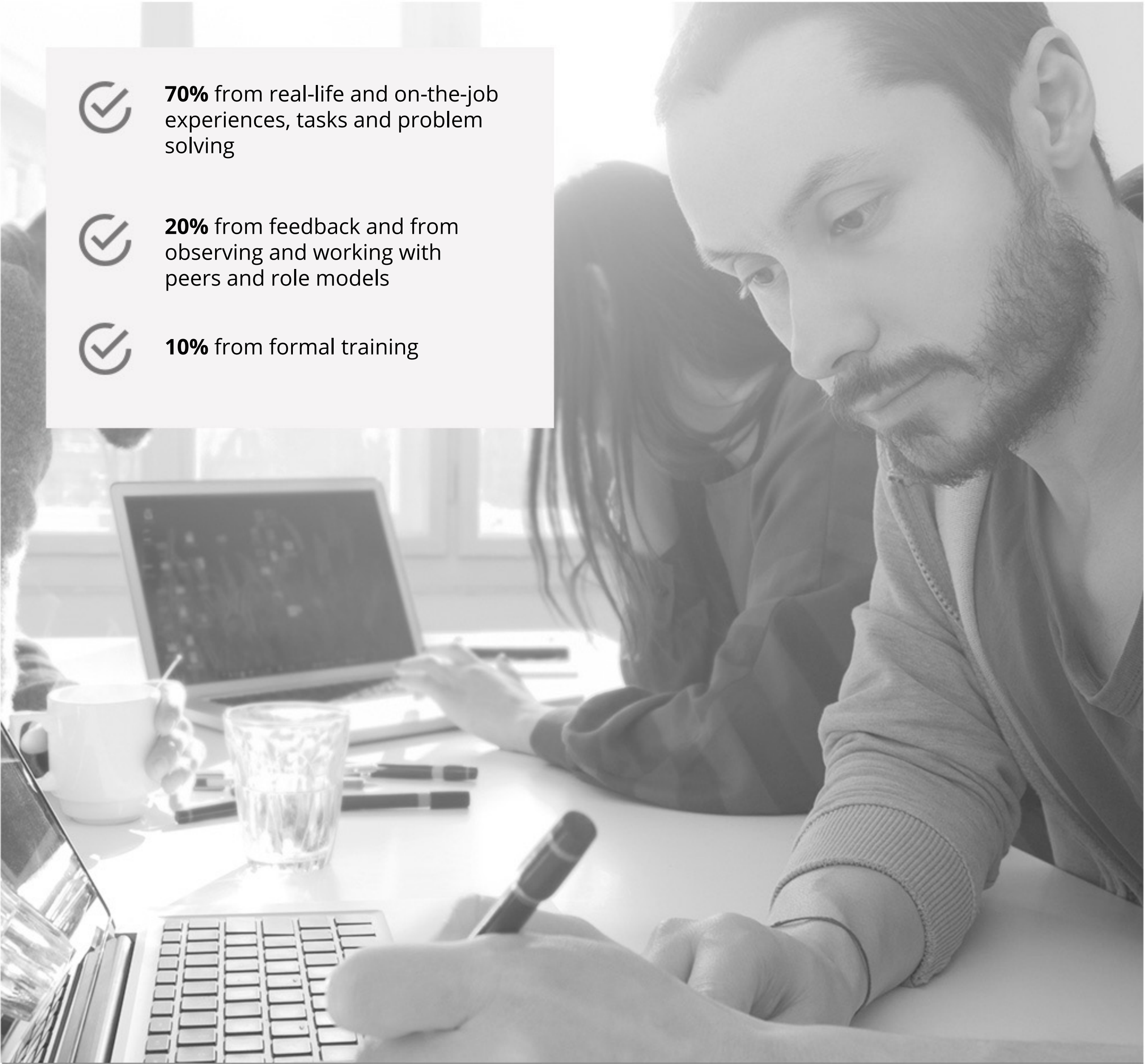




HOW DOES GAMIFICATION ENHANCE LEARNING?

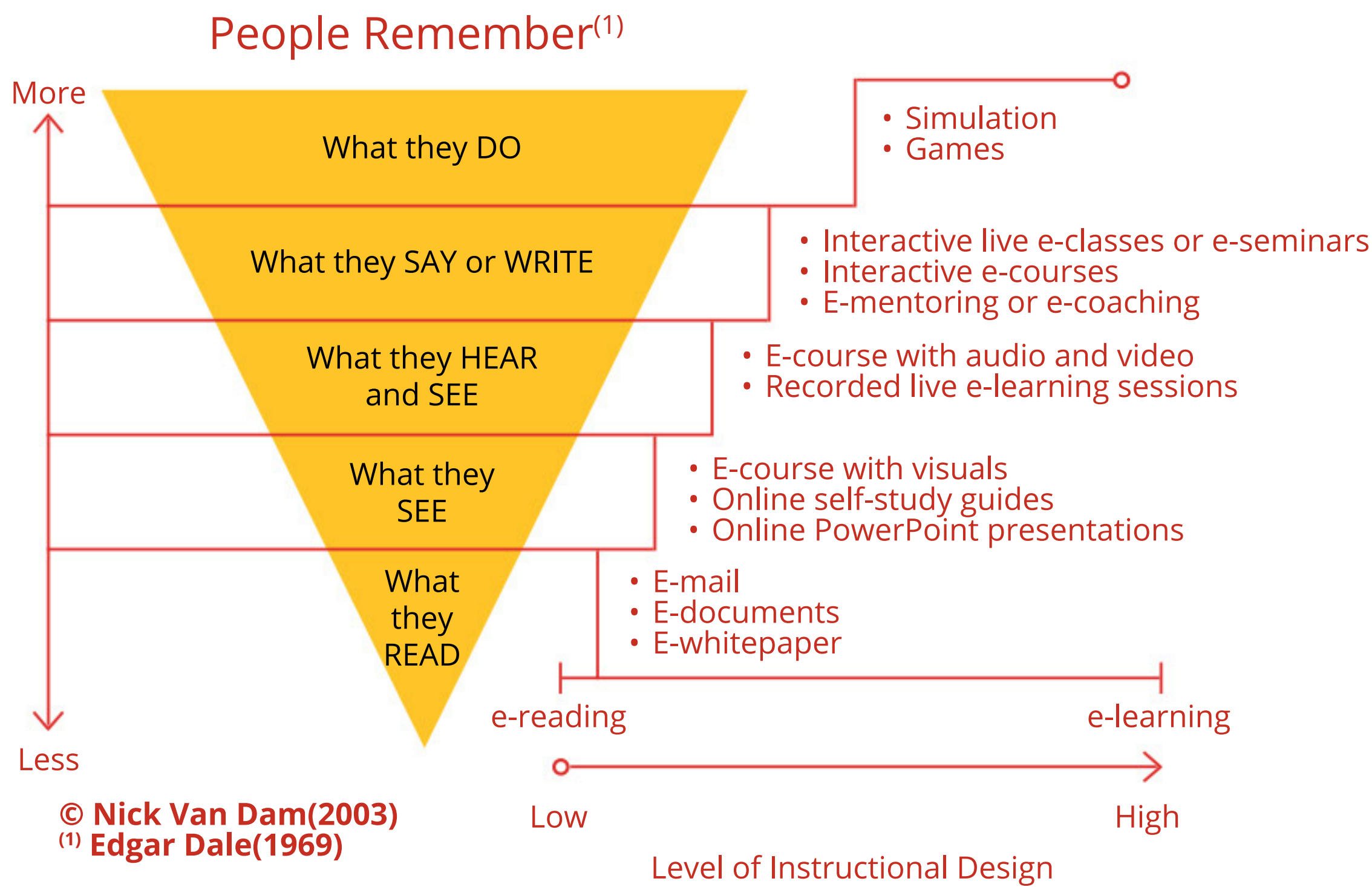
Successful learning is a combination of three elements:

- ✔ **70%** from real-life and on-the-job experiences, tasks and problem solving
- ✔ **20%** from feedback and from observing and working with peers and role models
- ✔ **10%** from formal training





Take a look at this diagram on the techniques used in learning design approaches and their relationship to retention of learning:



As we note from this, Gamification can provide an effective approach to enhancing learning. This is on account of these inherent features:

- ✔ It evokes friendly competition.
- ✔ It provides the learners with a sense of achievement.
- ✔ It provides an engaging learner experience, leading to anticipated behavioural change.
- ✔ It encourages learners to progress through the content, motivate action and eventually influence behaviour.





HOW DOES GAMIFICATION IMPACT LEARNING?

There are several aspects of learning, notably its retention and eventual application on the job, which can be influenced by Gamification.



SPECIFICALLY

1

Gamification puts scientific principles of repeated retrieval and spaced repetition to good effect and brings about a **remarkable change in behaviour**.

2

Games can be ‘fun’ for the learner **yet have a significant impact on learning**. (The player can experience ‘fun’ during the game and still experience ‘learning’ during gameplay if the level of engagement is high.)

3

Playing games with **high levels of engagement leads to an increase in retention**.



SECTION 3

Gamification in Corporate Training



HOW WILL GAMIFICATION IMPACT CORPORATE TRAINING?

I am listing what I believe are the four key drivers that indicate how Gamification will impact corporate learning.

1

The gain for the learners (the learner perspective)

The last 4–5 years have seen dramatic changes in the way learning is delivered. Extensive adoption of mobile learning or mLearning allows learning to be delivered on devices of learners' choice (including tablets and smartphones).

The way learning solutions are being crafted is also undergoing a significant change. The focus is now on crafting more engaging and immersive learning solutions that appeal to the changing learner demographics, which now has a significant percentage of millennials. Increasingly, modern-day solutions use Microlearning and feature extensive usage of Videos and Social Learning.

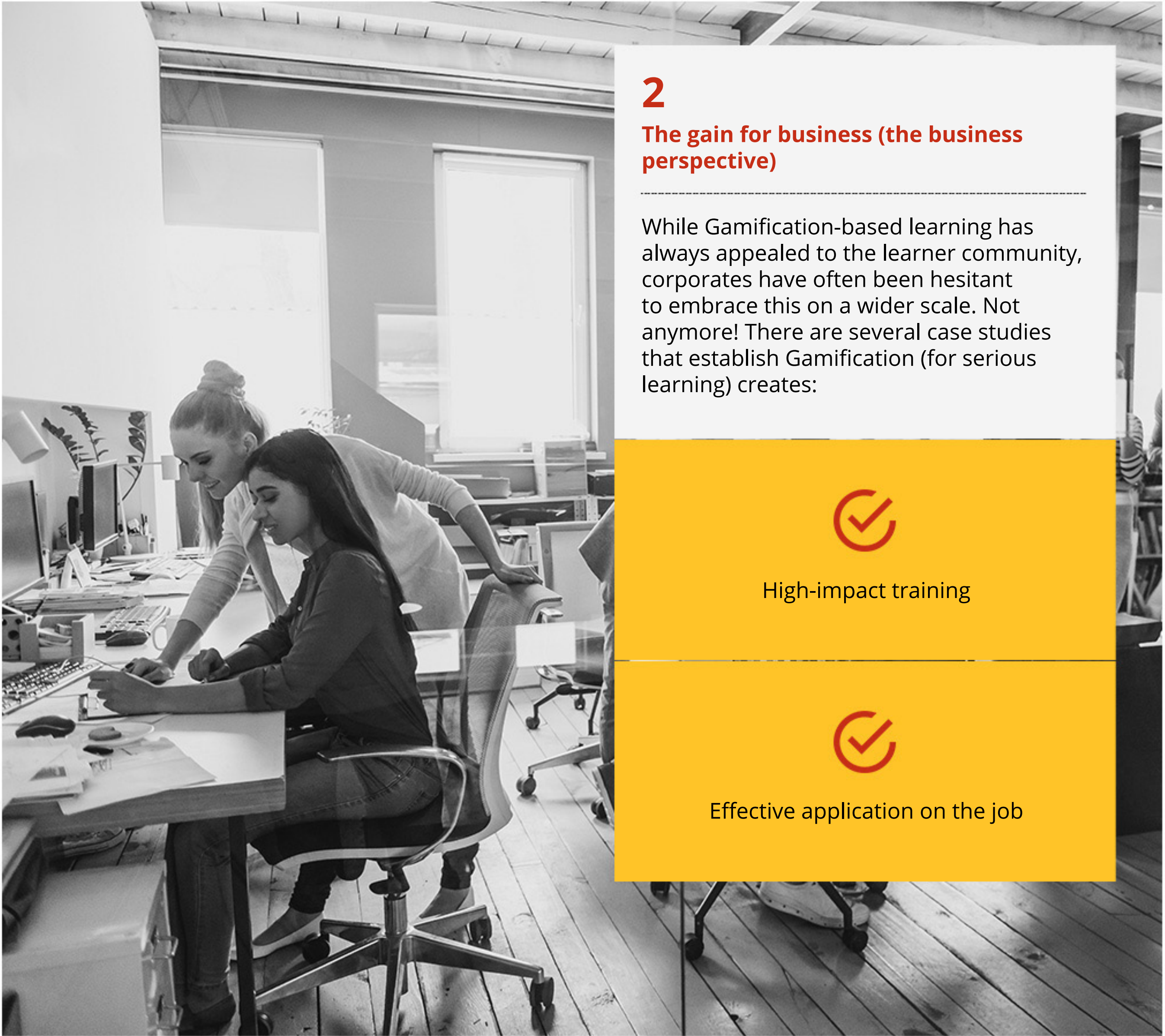
Both these factors provide a clear room for Gamification-based learning that can be deployed on mobile devices in formats that appeal to the learners. It can be crafted in a style that resonates well with the learners, leading to higher retention and application.





HOW WILL GAMIFICATION IMPACT CORPORATE TRAINING?

I am listing what I believe are the four key drivers that indicate how Gamification will impact corporate learning.



2

The gain for business (the business perspective)

While Gamification-based learning has always appealed to the learner community, corporates have often been hesitant to embrace this on a wider scale. Not anymore! There are several case studies that establish Gamification (for serious learning) creates:



High-impact training



Effective application on the job



HOW WILL GAMIFICATION IMPACT CORPORATE TRAINING?

I am listing what I believe are the four key drivers that indicate how Gamification will impact corporate learning.

3

Maturing of tools and technologies to support Gamification-based solutions

This is a very significant driver, and today it is much easier to craft effective Gamification solutions on account of:



Maturing of mobile learning or mLearning authoring tools (particularly responsive)



Availability of varied Gamification platforms to choose from



LMS support for Gamification



HOW WILL GAMIFICATION IMPACT CORPORATE TRAINING?

I am listing what I believe are the four key drivers that indicate how Gamification will impact corporate learning.

4

Capability to create high-impact learning solutions

With Gamification, the learner engagement quotient is significantly high. It allows organisations to challenge the learners, get them to give their very best as there are rewards for the taking, bring in a sense of variety and use the community factor and healthy competition among learner groups to good effect. Higher motivation levels and a responsive learning environment will help learners make their own contributions to the organisation’s knowledge base. A well-crafted Gamification solution designed with the learners’ preferences in mind will certainly result in higher learner engagement and knowledge retention. This, in turn, leads to enhanced performance, better application of learning and fulfilment of the expectations that an organisation has with its workforce and the learning initiative.

A photograph of two smartphones, one slightly behind the other, resting on a grey, textured fabric surface. The phones are dark-colored, possibly black or dark grey.

A red circular icon containing a white checkmark, indicating a positive outcome or success.

Specifically, Gamification can:

A small green downward-pointing arrow icon, indicating a list or continuation of points.

- Support all the training needs (ranging from induction, onboarding, behavioural change, soft skills and compliance)
- Enrich traditional eLearning-based training (through partial Gamification)
- Enrich ILT trainings (through Gamified assessments)
- Leverage on learning paths (with wide and varied range of learning assets)
- Leverage on collaboration (Social Learning)



WHY SHOULD YOU ADOPT GAMIFICATION AS A SIGNIFICANT STRATEGY TO ENGAGE YOUR EMPLOYEES AND BOOST PERFORMANCE?

The goals of Gamification are to achieve higher levels of engagement, change behaviours and stimulate collaboration and innovation. The opportunities for businesses are great – from having more engaged customers, to facilitating collaborative platforms to enable innovation, or improving employee performance.

In their Gamification 2020 report, Gartner predicts that Gamification, combined with other emerging trends and technologies, will have a significant impact on:

1. Innovation
2. The design of employee performance
3. Globalisation of higher education
4. Emergence of customer engagement platforms
5. Personal development



In addition, Gamification is being looked at as a key tool to drive engagement in the following ways:

1. Accelerated feedback cycles
2. Clear goals and rules of play
3. A compelling narrative
4. Tasks that are challenging but achievable





WHAT FACTORS CONTRIBUTE TO SUCCESSFUL GAMIFICATION IN TRAINING?

For a Gamification initiative to hit the bull's eye, the concept it is built on needs to be spot on. When Gamifying a concept, one needs to check if it is:



Capturing and retaining the learners' attention



Challenging them



Engaging and entertaining them



Teaching them



SECTION 4

Validating the Suitability of Gamification in
Corporate Training



WHAT ARE THE ADVANTAGES OF USING GAMIFICATION VIS-A-VIS TRADITIONAL ELEARNING?

Unlike traditional eLearning, Gamification:



Evokes friendly competition



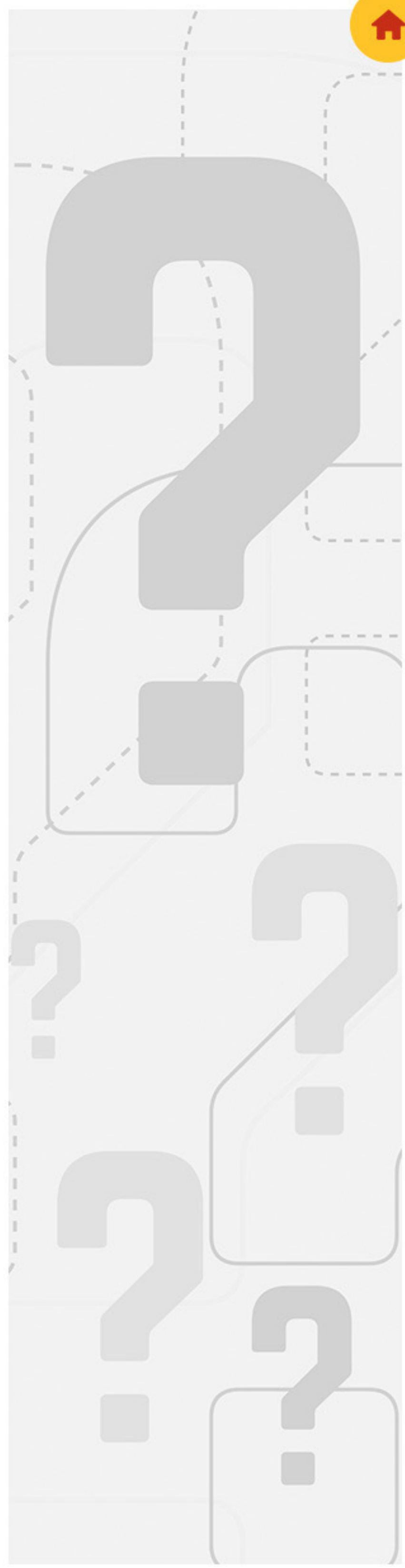
Brings in a spirit of achievement



Enhances user engagement and can be used as a **behavioural change** tool



Encourages learners to progress through the content, **motivates** action, **influences** **behaviour** and **drives innovation**





CAN GAMIFICATION BE APPLIED TO ANY TRAINING, OR IS IT SUCCESSFUL WHEN USED IN CERTAIN KINDS OF TRAININGS?

From an approach that corporates were sceptical about to earning a reputation of being a high-impact learning strategy, Gamification has come a long way. Organisations today have realized its potential, and the fact that it is being widely adopted today doesn't come as a surprise at all.

At EI Design, we have been using Gamification techniques for corporate training for over four years now.

We have crafted Gamification-based solutions to address a wide range of corporate training needs. Several of these examples are part of the last section of this eBook (Section 5).



We have used Gamification techniques:

1. To address various training needs (including induction, onboarding, behavioural change, soft skills and compliance)
2. To make traditional eLearning-based training interesting with partial Gamification
3. To pep up ILT trainings (through Gamified assessments)
4. As part of set learning paths (featuring various learning assets)
5. In tandem with other innovative strategies like Social Learning, Microlearning, and Performance Support.



CAN GAMIFIED TRAININGS MEET SPECIFIC LEARNING OUTCOMES LIKE THE TRADITIONAL ONLINE/ILT PROGRAMS?

Certainly! Our Gamification approach is aligned to meet specific learning outcomes (Gamification for serious learning).

We achieve this through the following:



We apply game mechanics in a non-game situation



We provide immersive learning and a safe environment to handle the challenges of a real-life situation



All our solutions feature ‘serious game-based’ concepts wherein the game objectives are aligned to the learning objectives

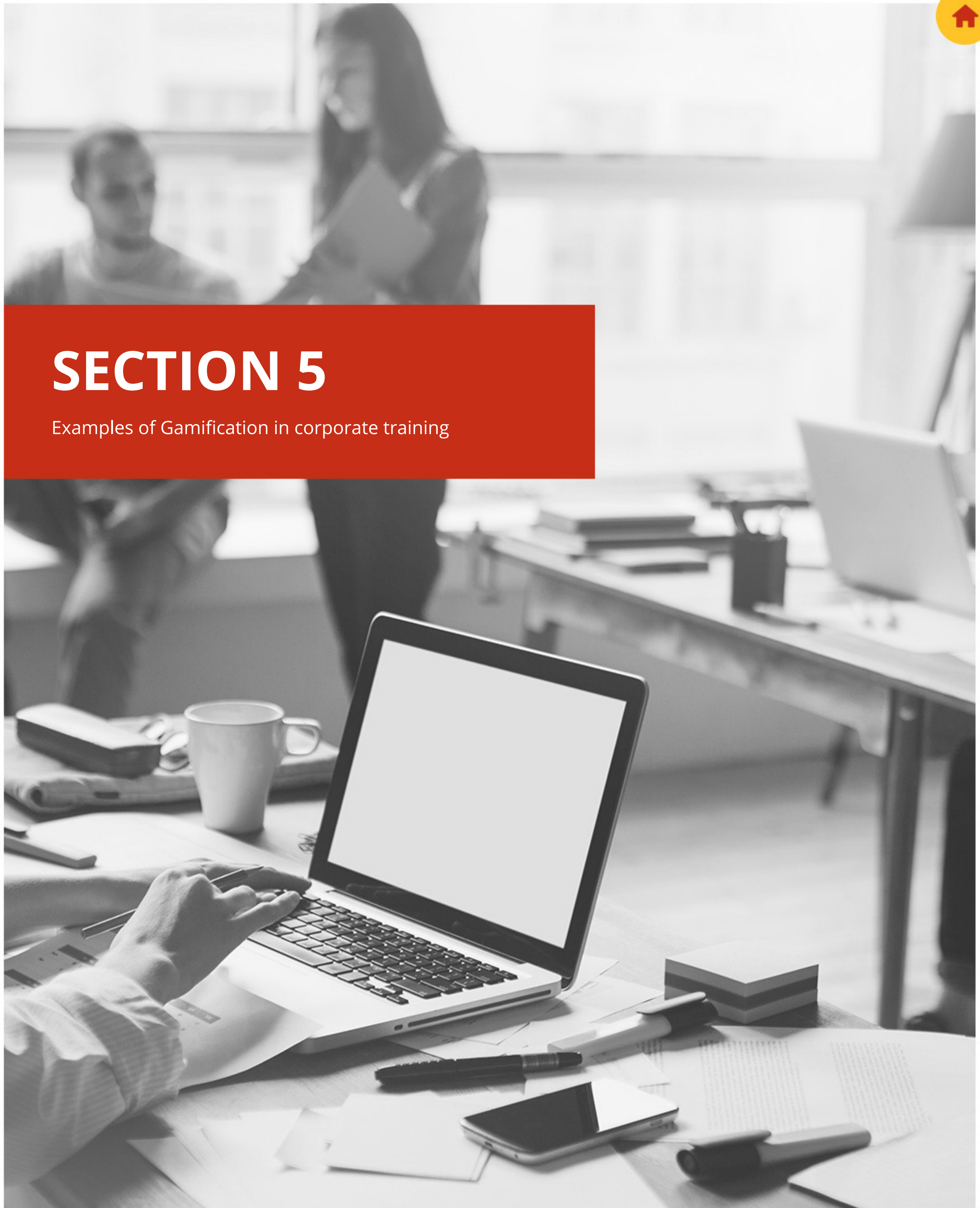
Take a look at some of the examples in the next section to see how we can achieve this mandate.





SECTION 5

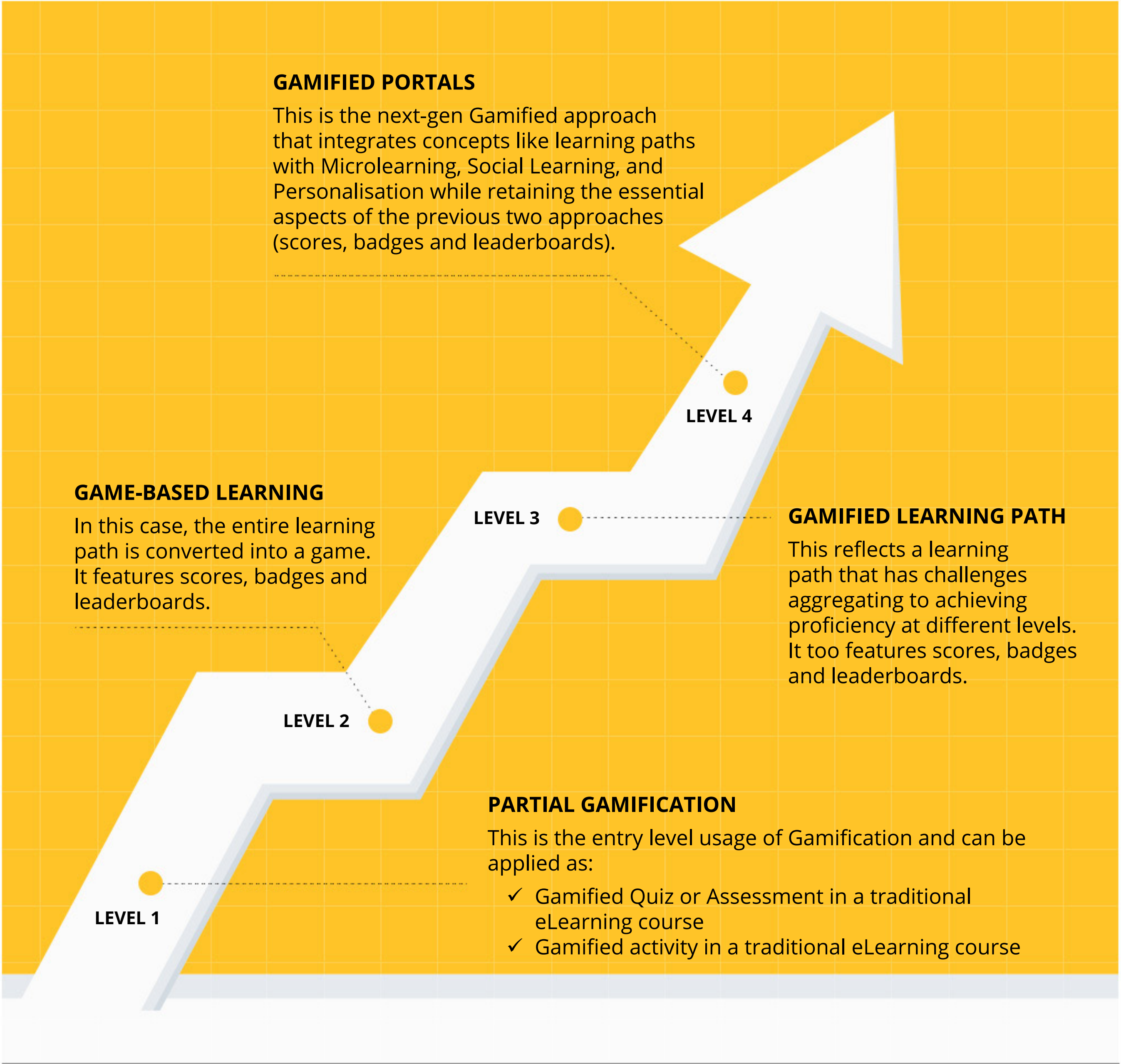
Examples of Gamification in corporate training





Over the last four years, our Gamification strategies have evolved and matured. Our approaches now go beyond the badges and leaderboards and leverage on other approaches like Personalisation, Microlearning, Social learning, Mobile Apps and Learning portals.

Let me share the highlights of our Gamification practice and share a few examples at each level. Interestingly, while this showcases how our practice has matured, it also shows how organisations can integrate Gamification into corporate training.

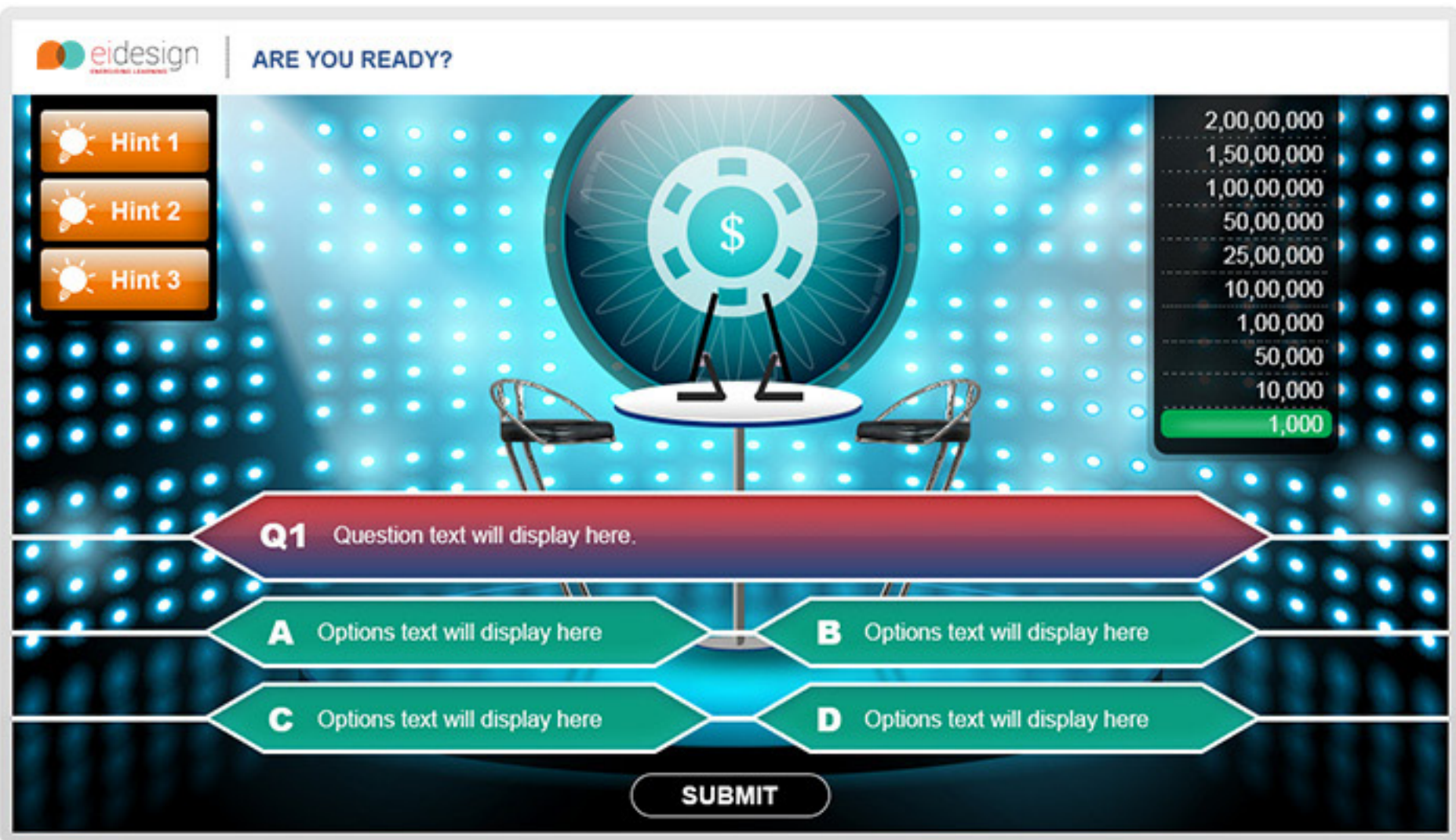
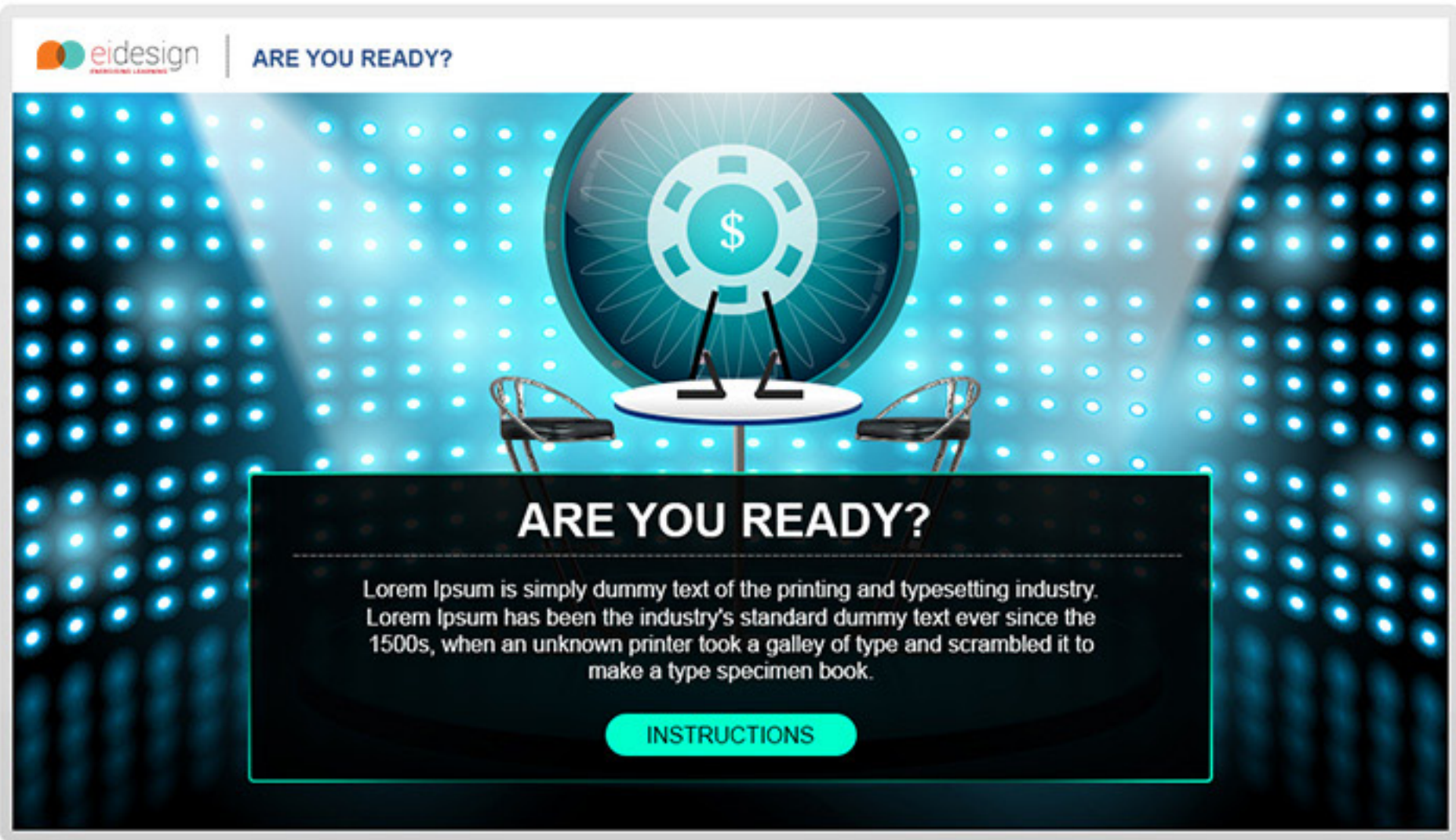




LEVEL 1 > PARTIAL GAMIFICATION

This was an induction course having a medium level of interaction and high-end graphics to cater to the specific audience profile. But considering that the user group did not have much experience in Gamification, we were given the mandate to use games which people are familiar with as a way to test understanding and improve engagement and fun in the learning process.

This assessment was built in the format of the very popular game “Who wants to be a Millionaire”. For each question the learner would gain money and improve his/her chances of winning the grand prize money. They also had the option to take up to 3 hints in the game.

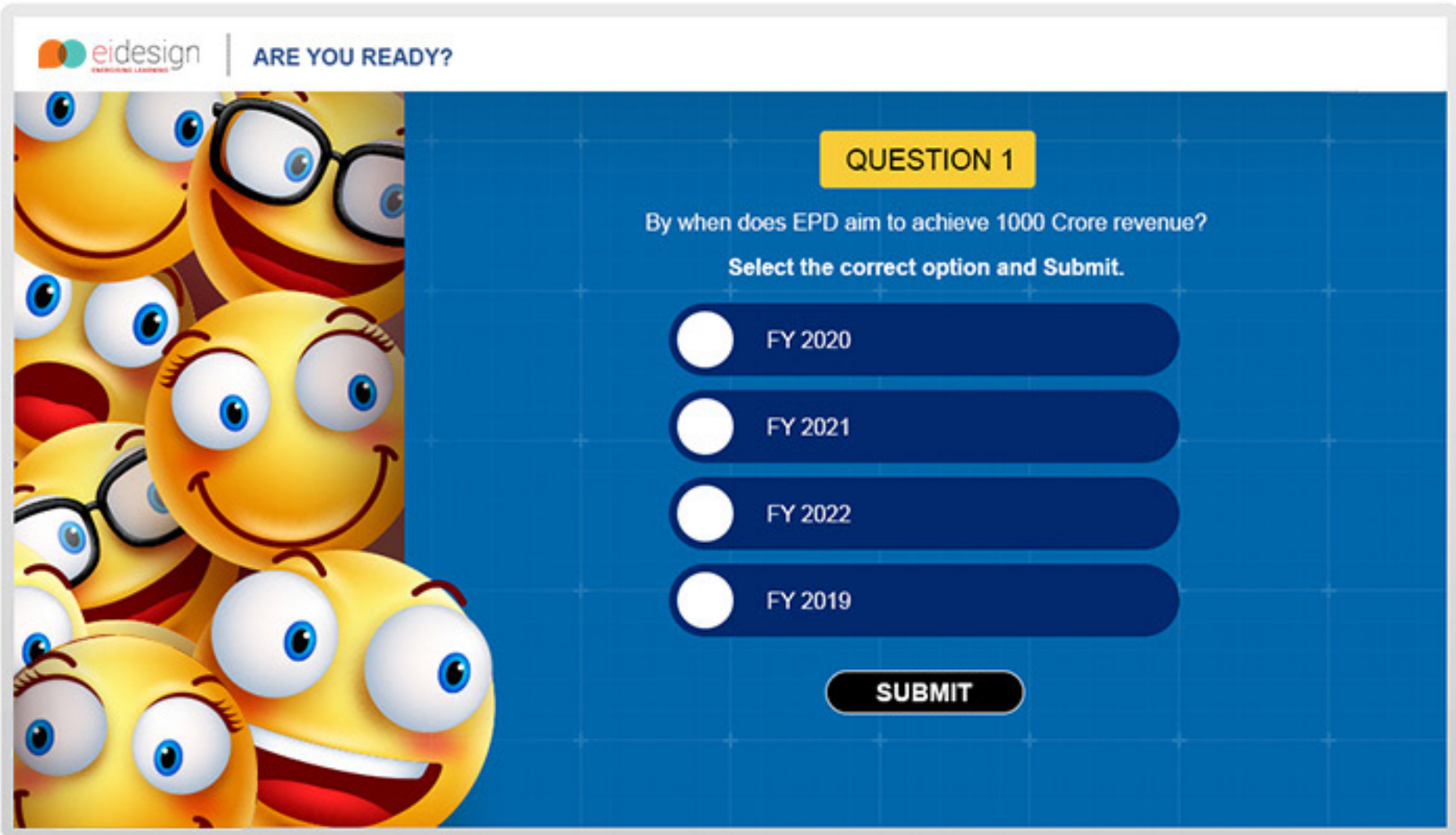
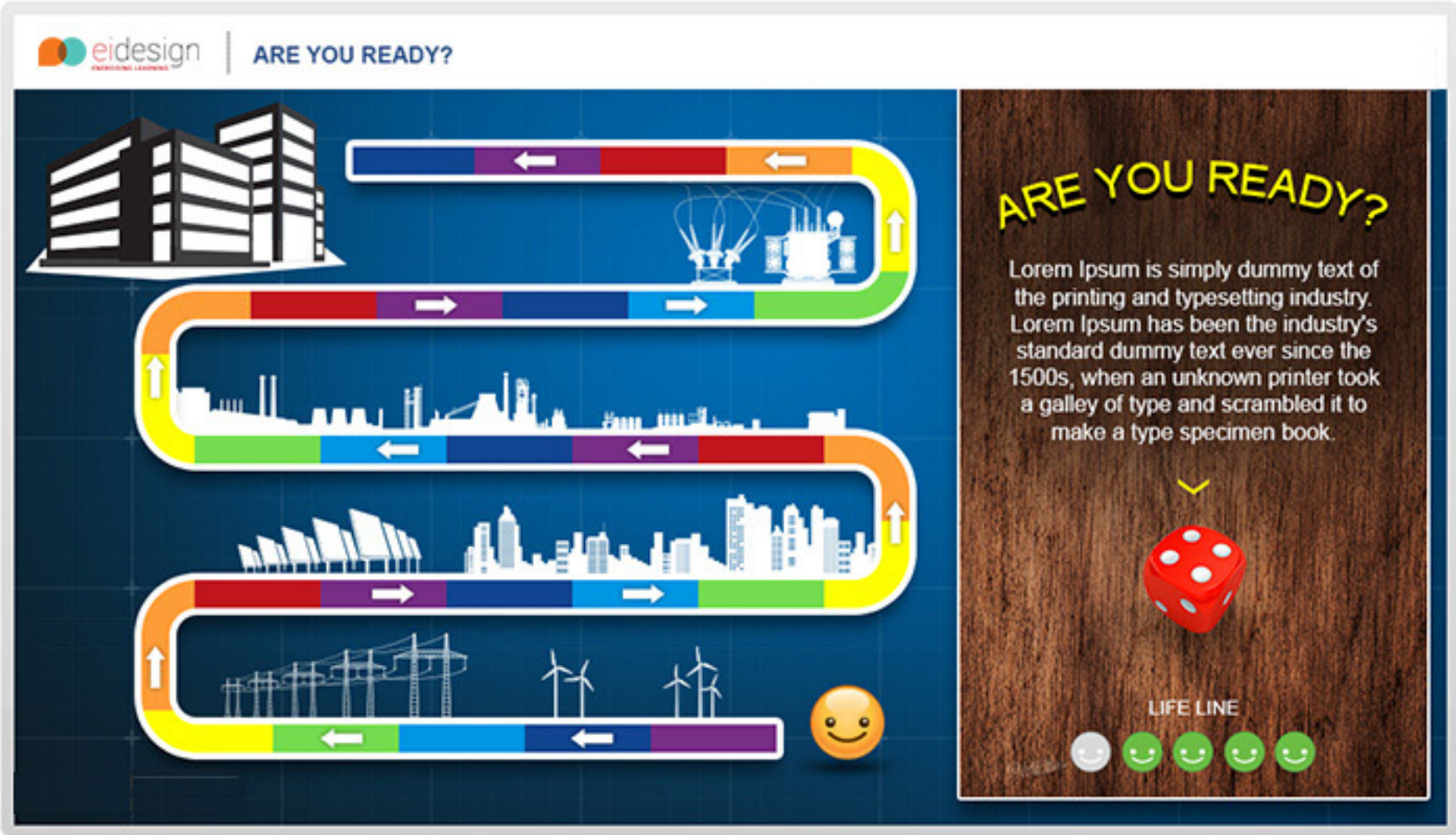




LEVEL 1 > PARTIAL GAMIFICATION

This is another example of usage of games for assessment within an eLearning course, similar to the first example.

This assessment was built in the format of a maze game where the learner needs to navigate through a maze containing various challenges, where he needs to answer questions to move ahead. With every correct answer, they move ahead and get bonuses.





LEVEL 1 > PARTIAL GAMIFICATION

Lessons on time management without wasting much time? This Microlearning nugget does just that using scenario-based learning and Gamified activities!

A short intro sets the context of what to expect over the next 10 minutes. The objectives are further broken into 2-3 minute sessions.

Instead of diving into theory, the dynamics of the scenario lead the learner to the approach required to mitigate similar challenges.

And then comes the fun bit. To reinforce a crucial aspect (time wasters), we have added a Gamified activity.

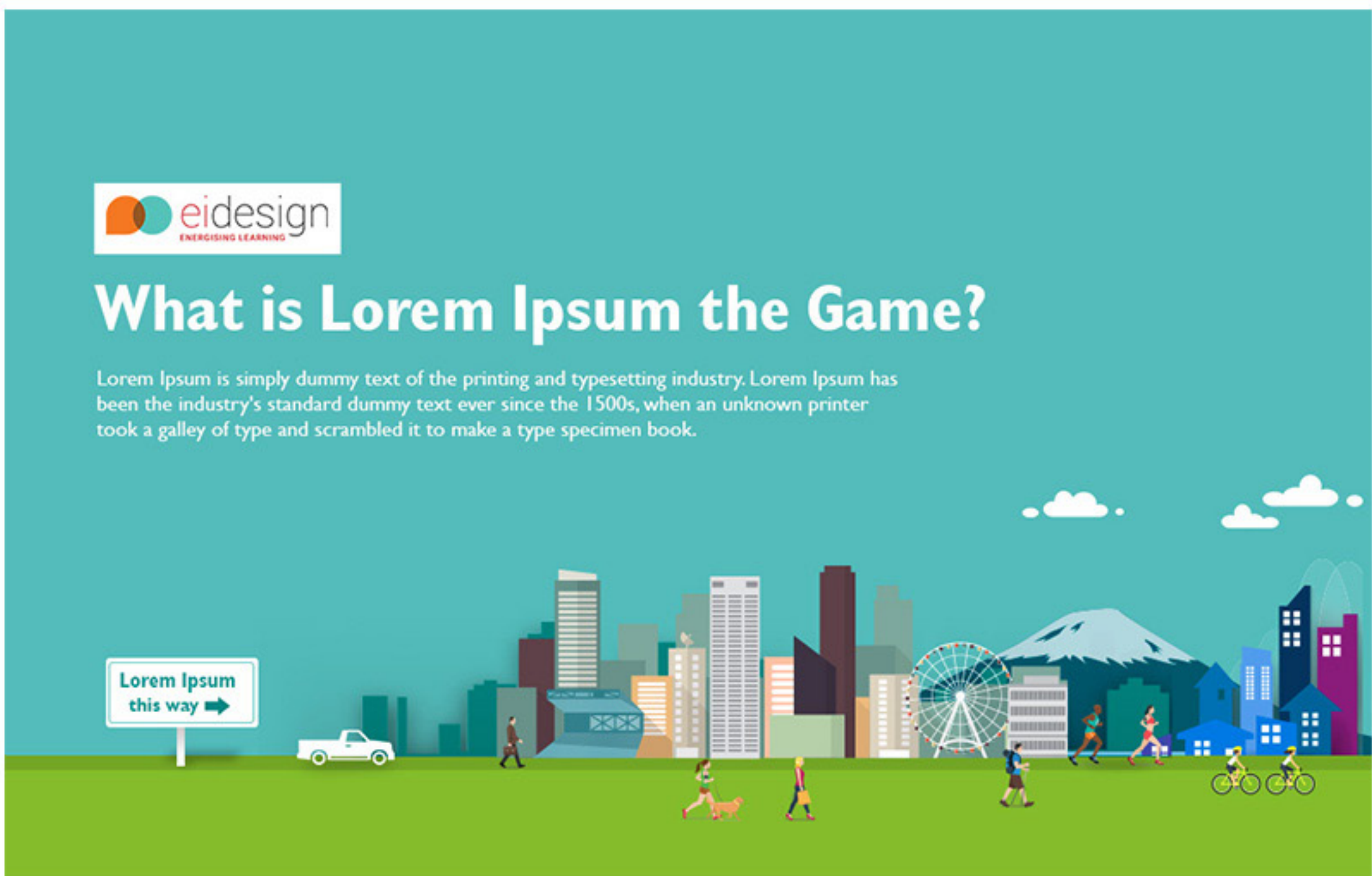




LEVEL 2 > GAME-BASED LEARNING

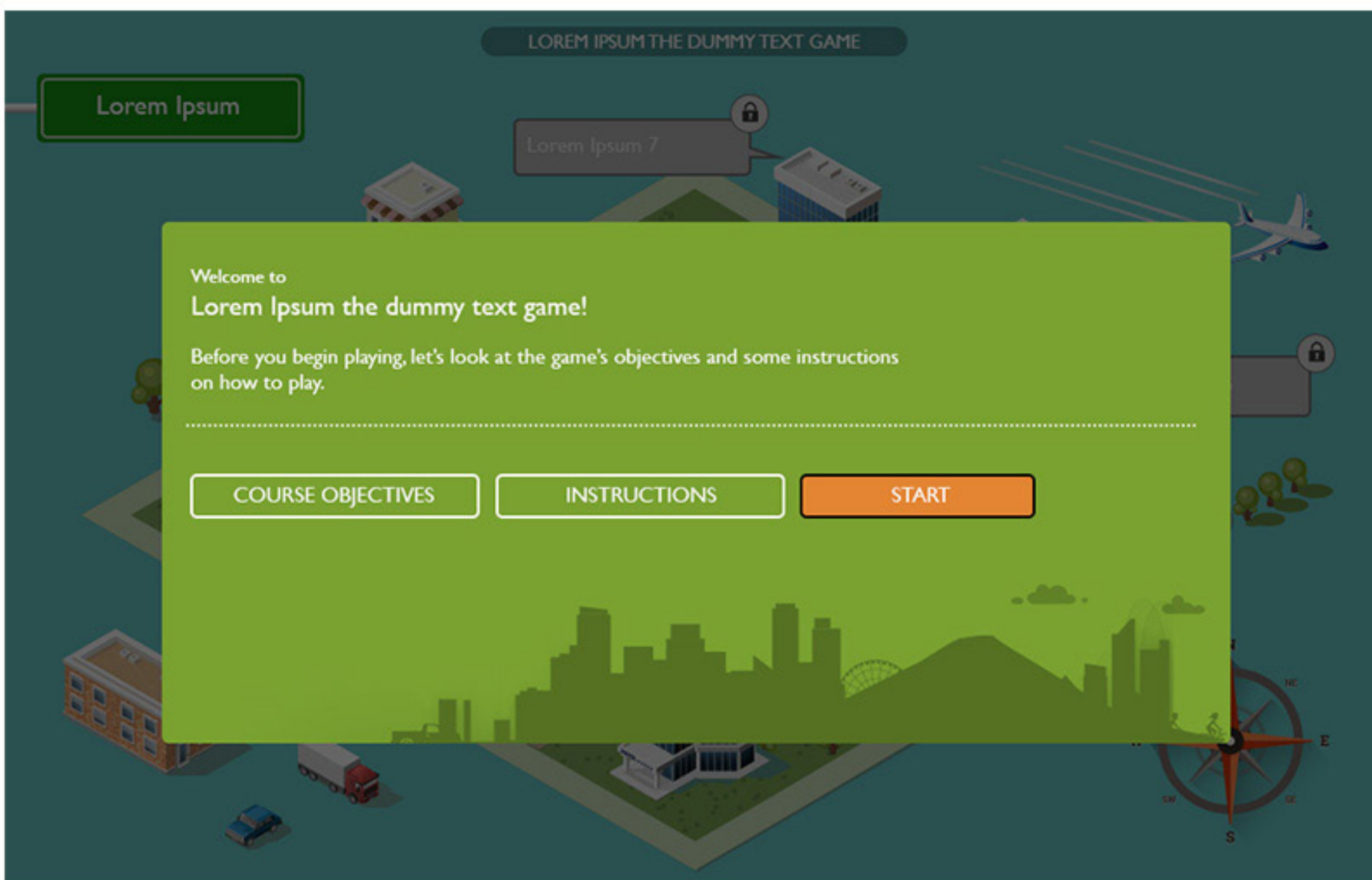
We converted this course on Code of Conduct into an immersive game-based learning experience where the learner has to explore a city and find the key to the Code document.

At each stage of the course, they face challenges (that simulate real-life situations). The quality of their decisions would have a bearing on their points (and gaining the required expertise).





LEVEL 2 > GAME-BASED LEARNING



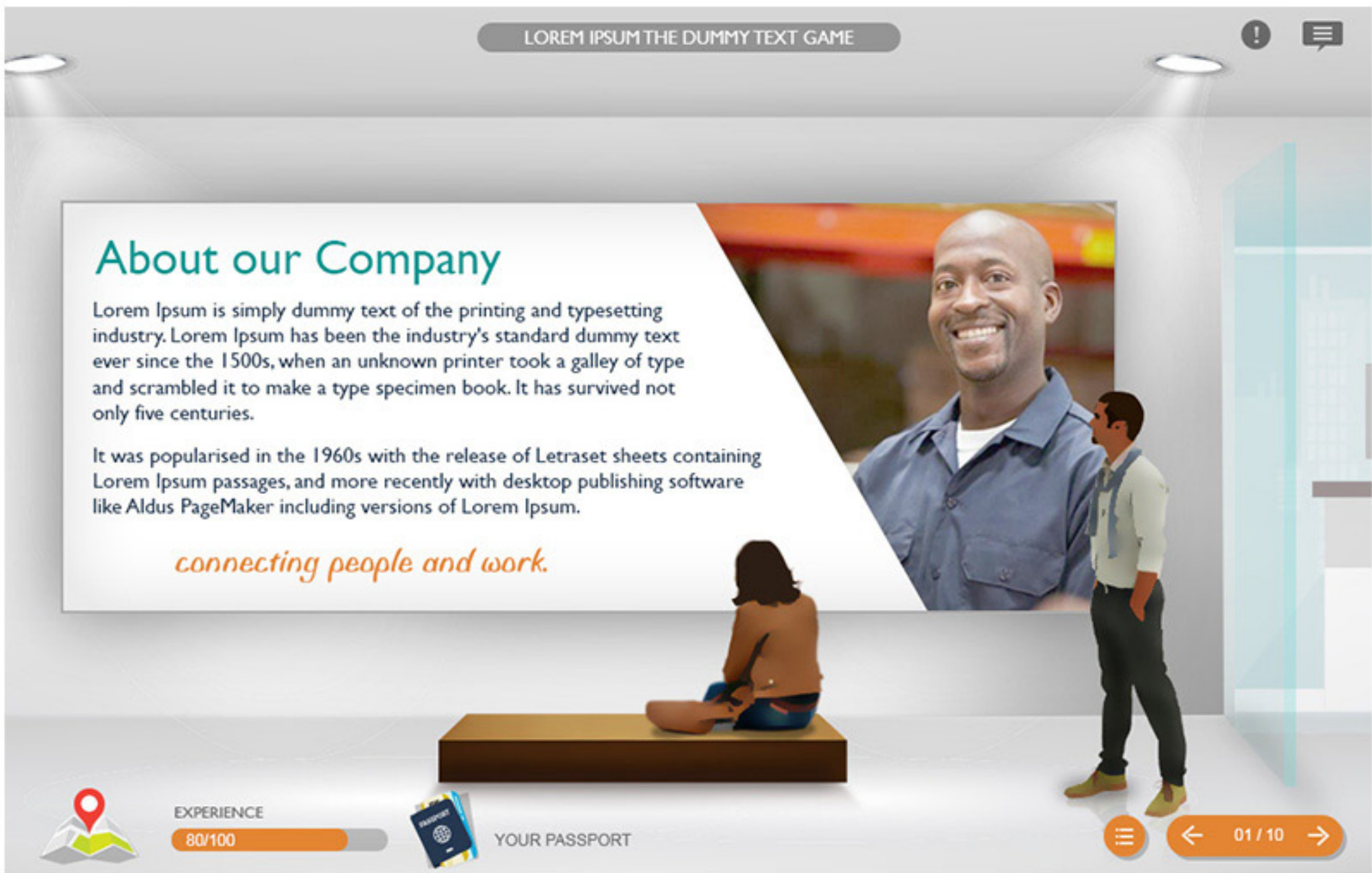
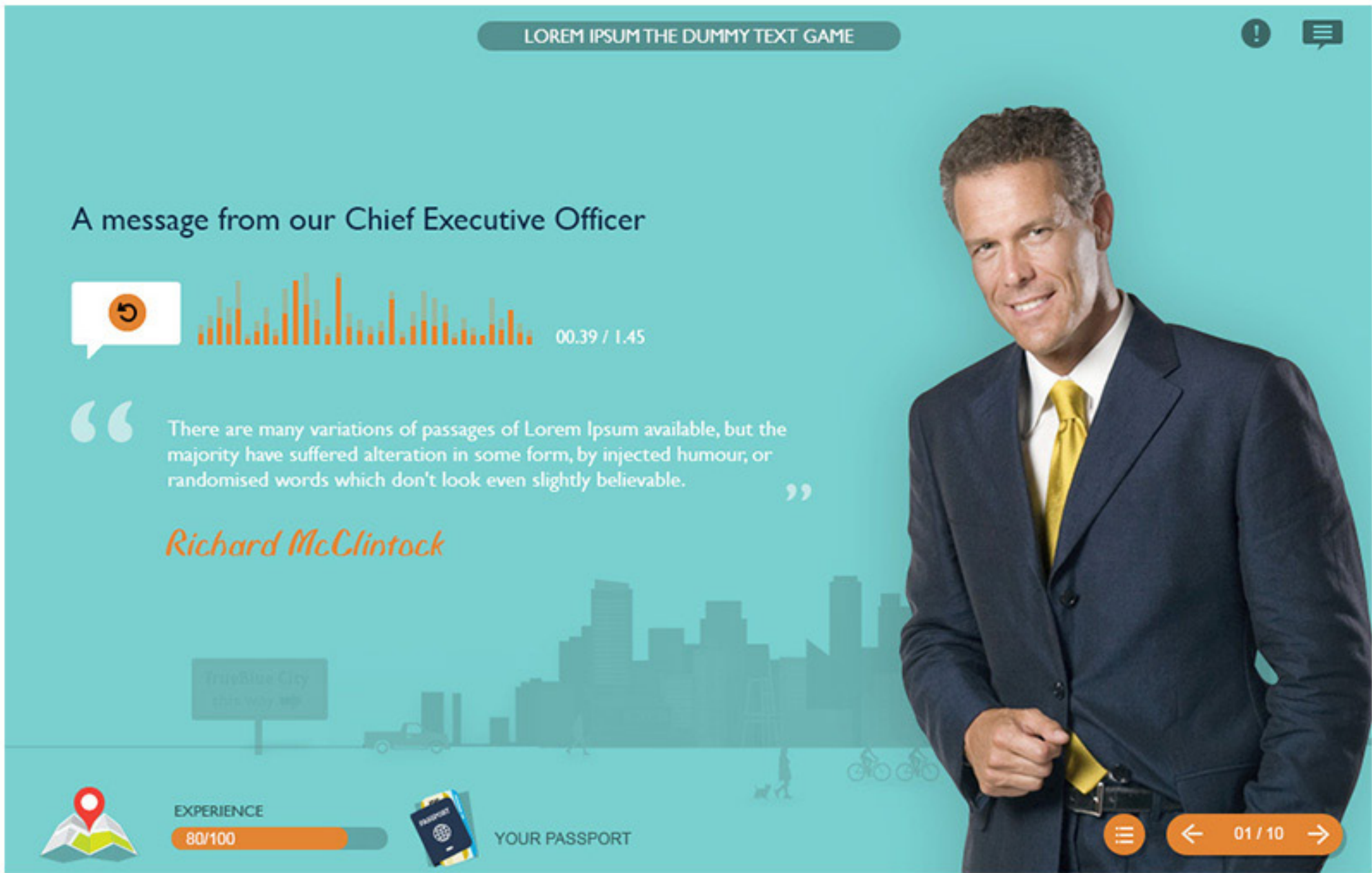


LEVEL 2 > GAME-BASED LEARNING





LEVEL 2 > GAME-BASED LEARNING



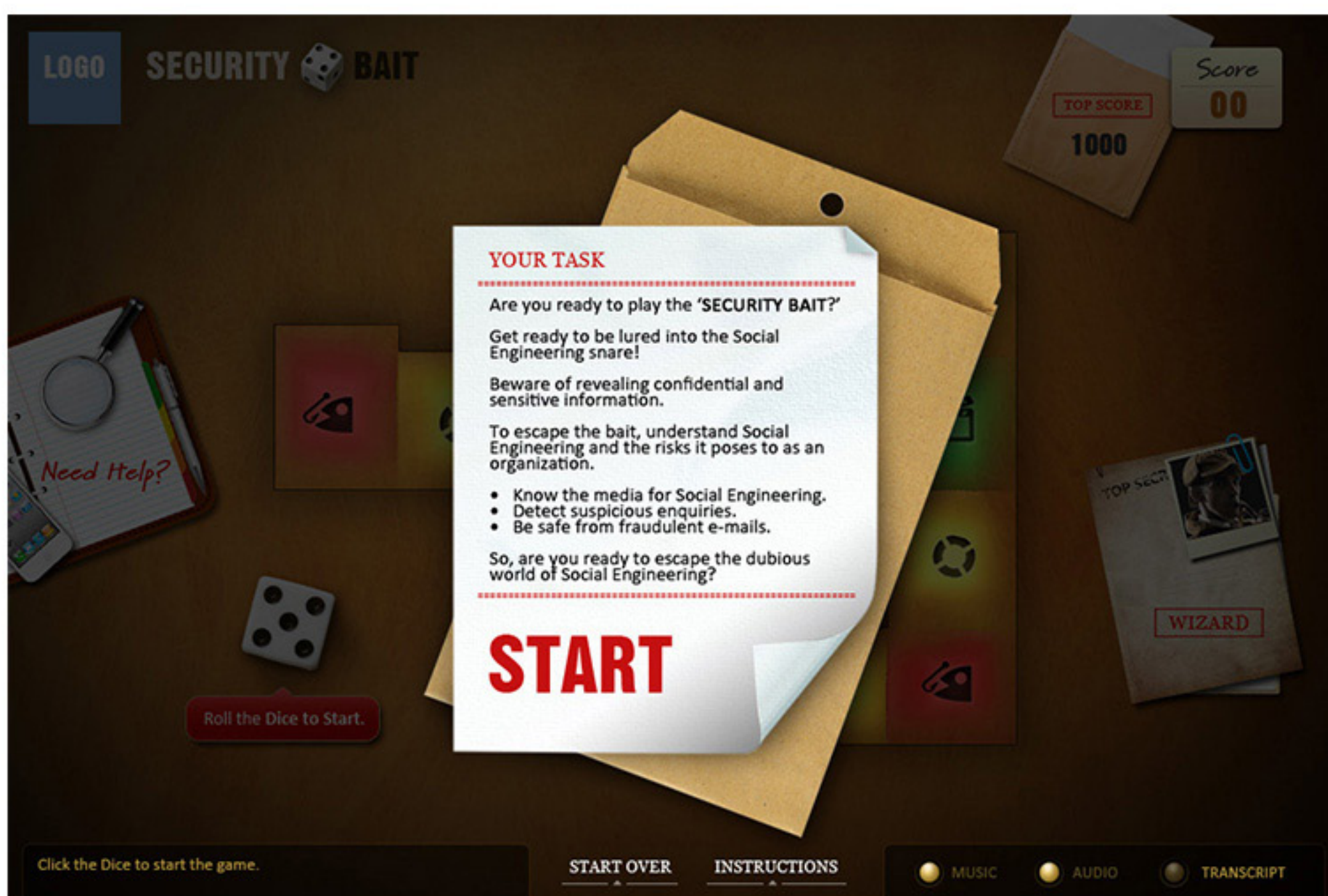


LEVEL 2 > GAME-BASED LEARNING

Compliance related courses are traditionally presented as simple level 1 click through courses since they are part of the mandatory training curriculum of organisations. To be able to extract the right behavioral change and understand the consequences of non-compliance more engaging and challenging formats like games go a long way to improve overall awareness on compliance issues.

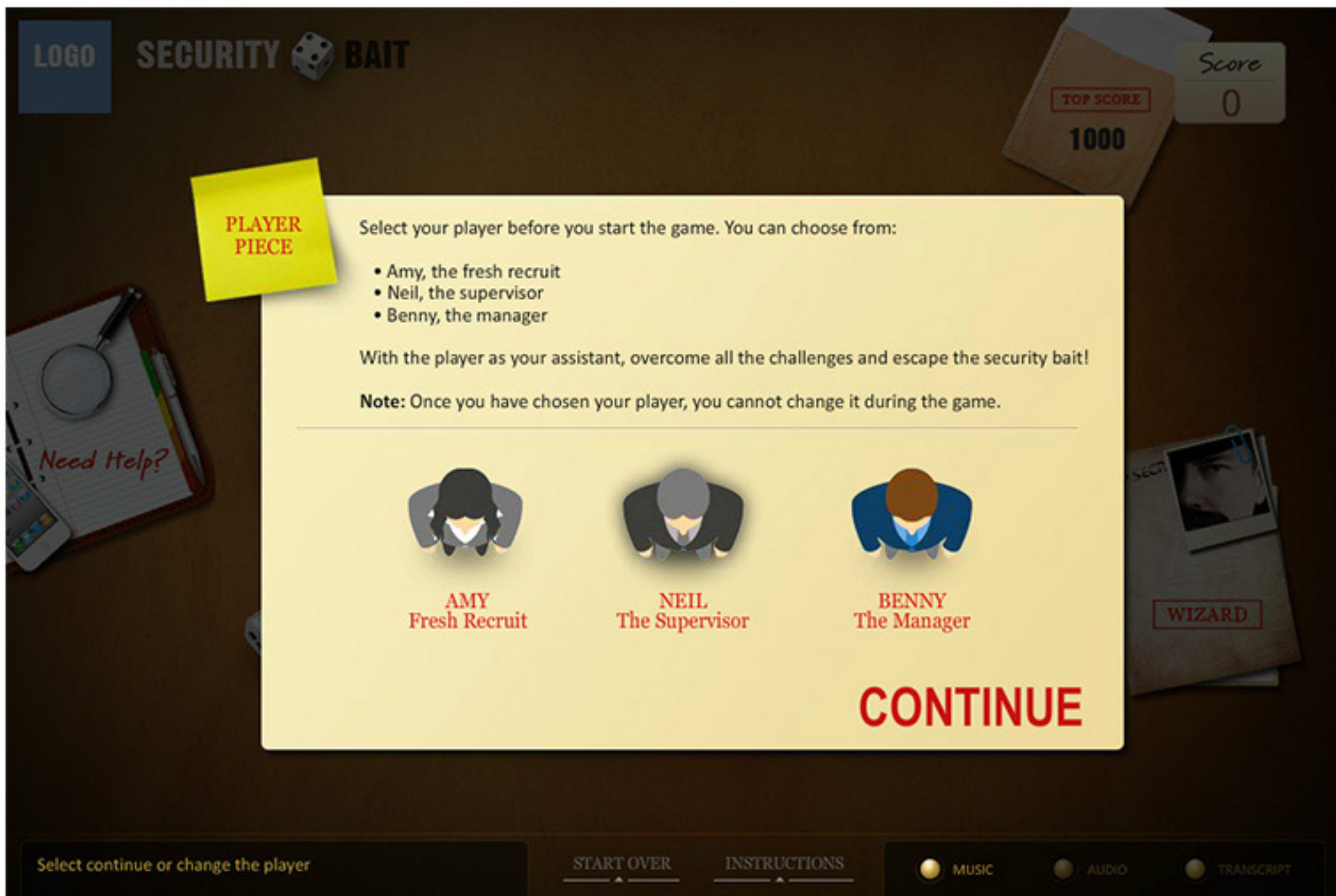
In this example, we converted this course on Social Engineering into a board game where learners had to choose a role basis which we presented them with various types of challenging situations. The challenges had various degrees of difficulty which was determined by a “roll the dice” interaction. For each situation, they had to make decisions and bear the consequences of those in the form of either bonuses or penalties like fines and even going to a virtual jail.

The purposeful use of various difficulty levels in the game ensured the learner took the challenges seriously and could see consequences of the decisions which helped triggered the right behaviors in actual real life situations.





LEVEL 2 > GAME-BASED LEARNING





LEVEL 3 > GAMIFIED LEARNING PATH

Our customer needed an employee engagement program initiated by the HR to be Gamified.

The objective was to spread awareness among employees on health issues, specifically the advantages of exercise. Employees would virtually walk between various office locations and do some team activities thereby building health awareness while improving teamwork.

Using fitbit devices, users could record steps they walked daily. The distance between various organisation locations was mapped through virtual steps. As the score increases and equals the distance between two locations, the users move from one location to another.

Users can see the 'top walkers' of the day. There were individual and group level leaderboards to improve team bonding. Offline activities were conducted for teams after reaching each location.

The game enabled team building, motivating the staff, creating awareness on health and fitness, etc.

A comprehensive admin panel was also provided to manage users, groups and notifications, track progress, and so on.





LEVEL 3 > GAMIFIED LEARNING PATH





LEVEL 3 > GAMIFIED LEARNING PATH

Learning Portals go a long way to provide a better user experience to learners and intuitive ways for HR to gather data and manage user interactions.

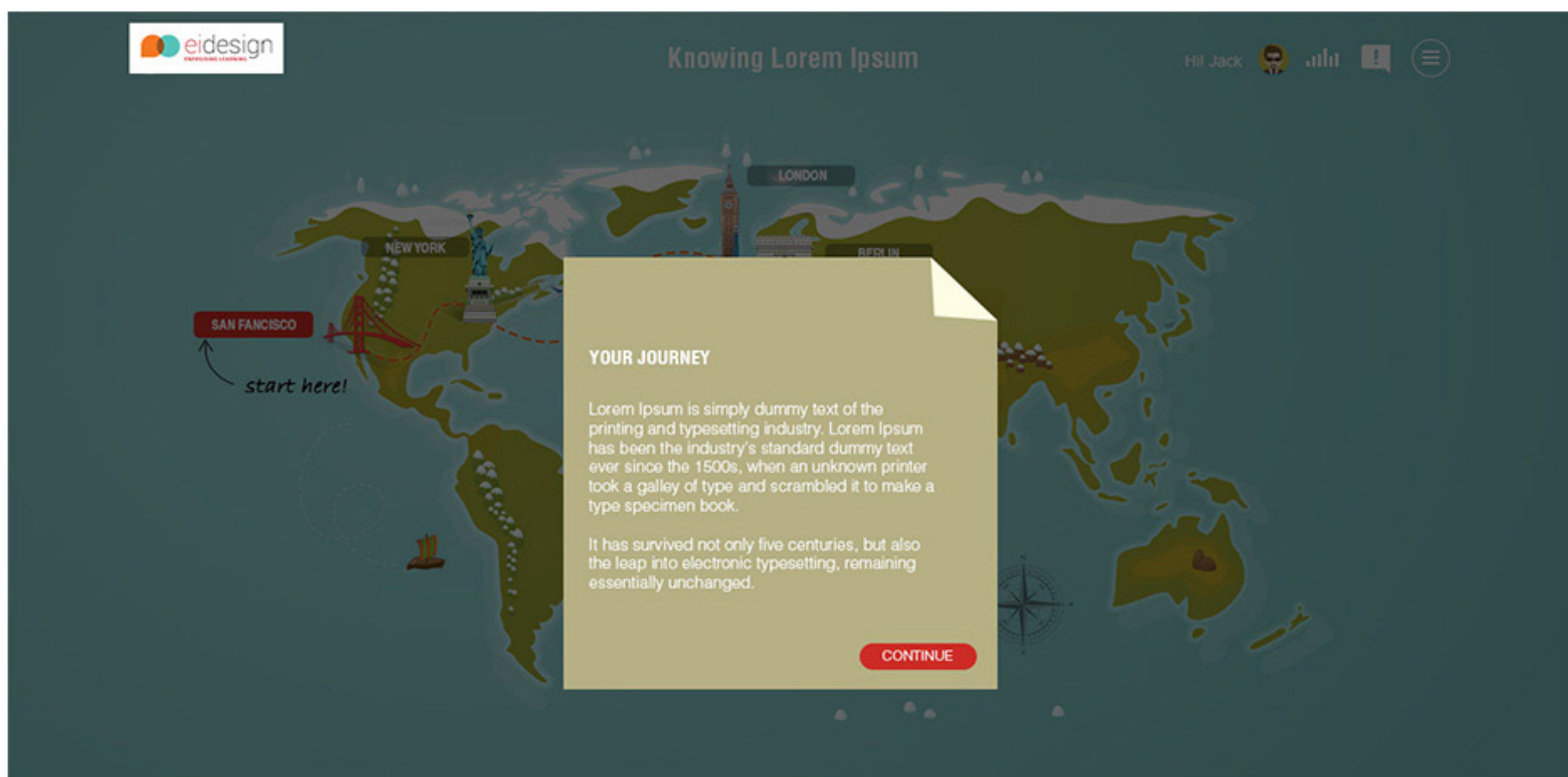
This customer wanted us to build a learning portal with Gamified quizzes to build awareness about its various products and services.

The solution we developed involved the learner embarking upon a journey in which they would virtually travel to various destinations and locations, where they would meet various people.

At each of these destinations, they were given challenges. At the end of each challenge, they got feedback about the specific product that was shown in the challenge. Also, they would get points and badges and view their performance in a leaderboard.

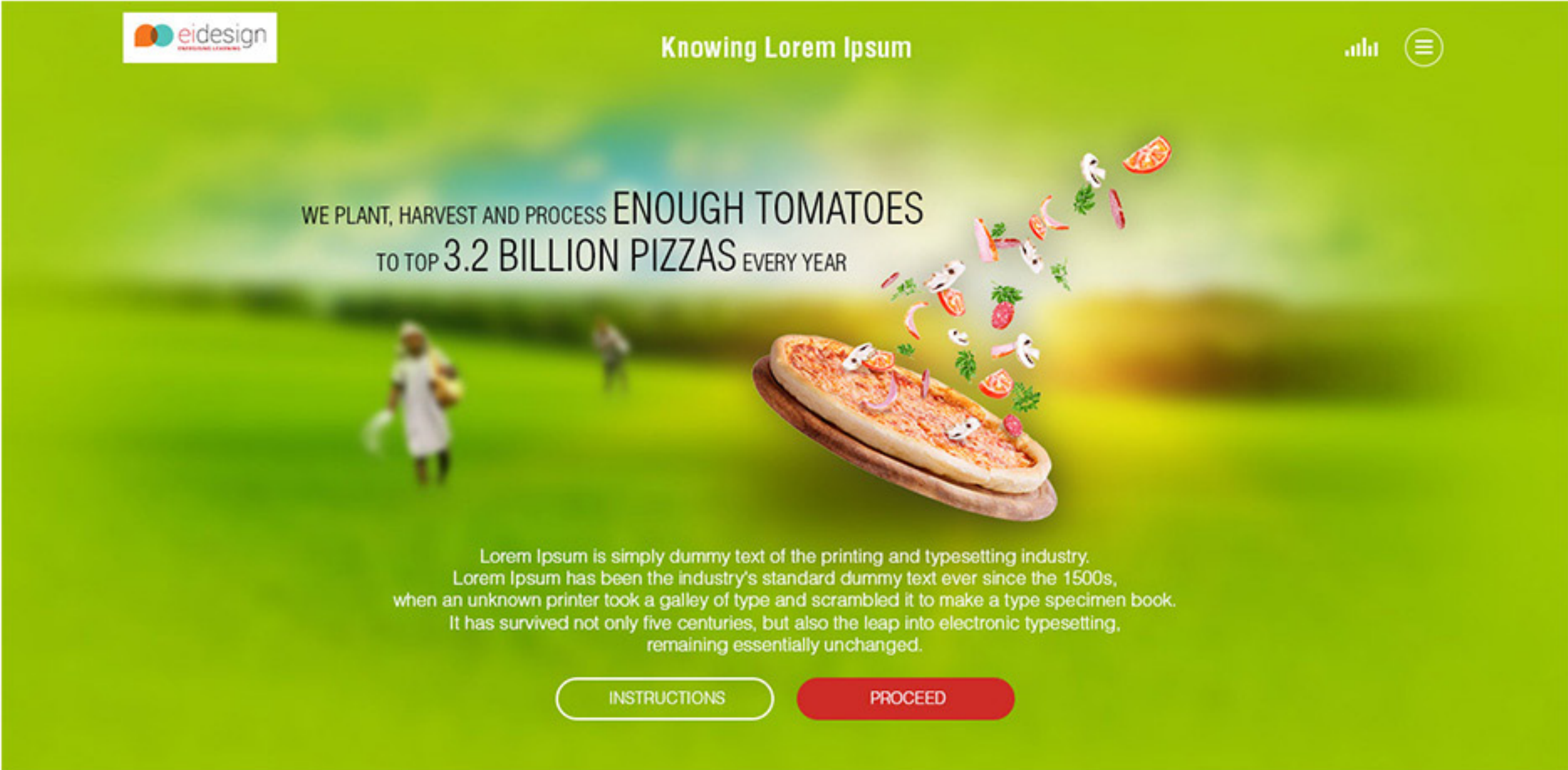
The learners could view their performance throughout the program and assess their competency in the subject.

A comprehensive admin panel allowed the HR to view progress and performance across learners.





LEVEL 3 > GAMIFIED LEARNING PATH





LEVEL 3 > GAMIFIED LEARNING PATH

This course was on product training.

The approach taken in this example is to put the learner in a fictitious scenario where they had to help their customer understand the various aspects of the software product and how it would help in automating their processes.

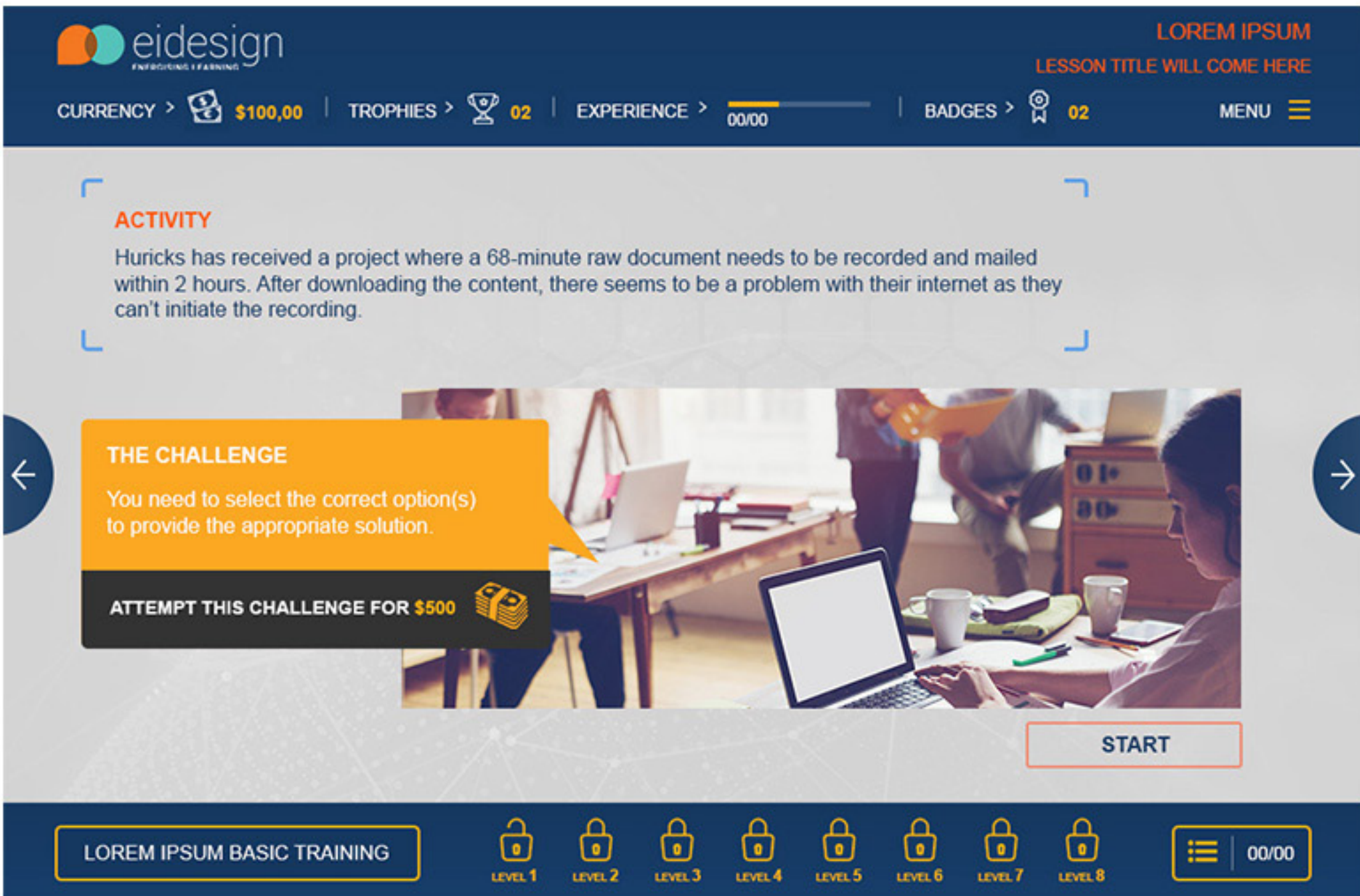
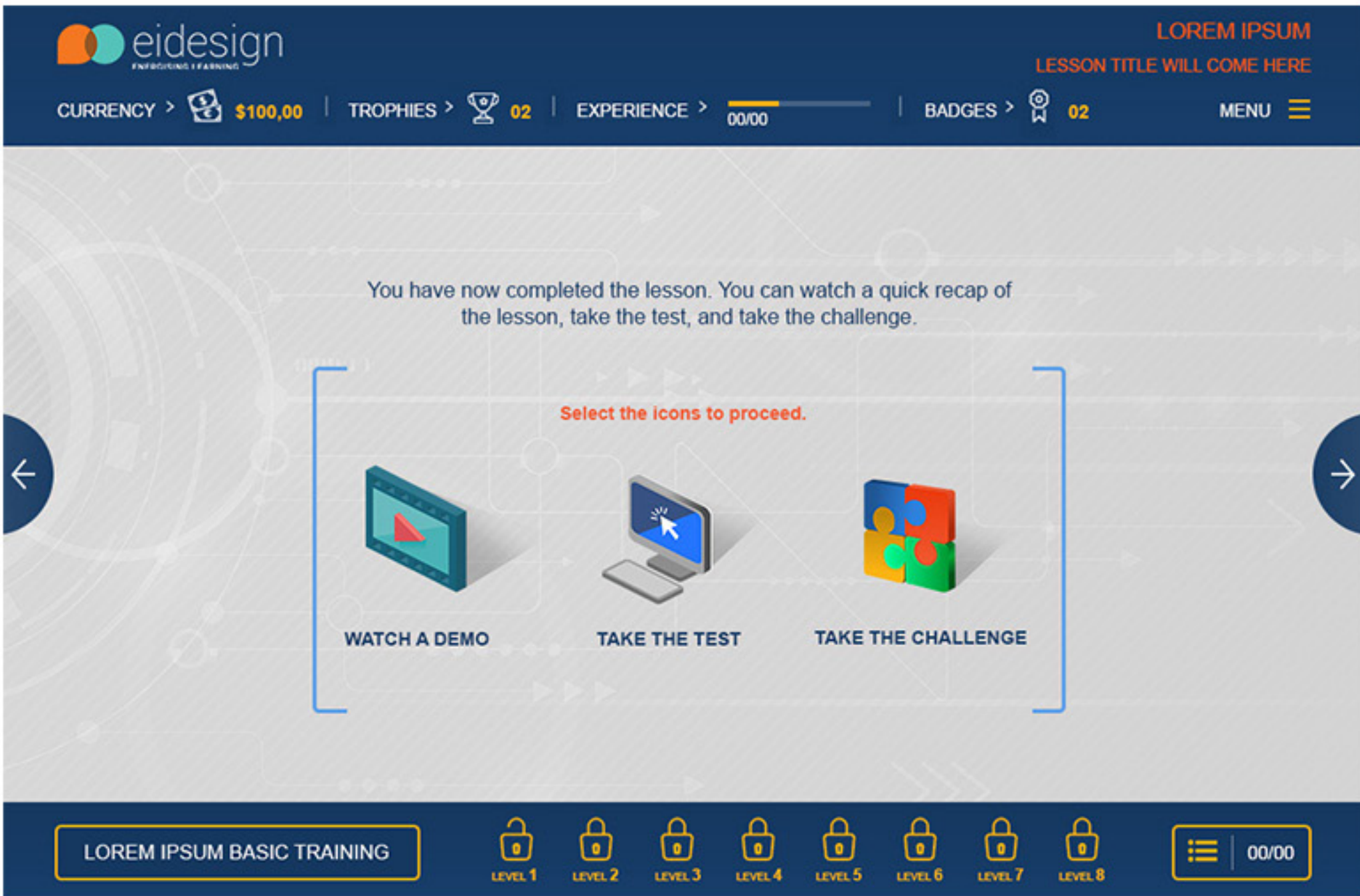
The whole course was Gamified and each topic was shown as a level that the learner had to cross to move to the next. The learner faces challenges at each topic and lesson, in which they could gain currency, trophies, badges and experience points.

To bring in the competition and social recognition, all achievements the learners had was shown as dashboards and leaderboards on the LMS.



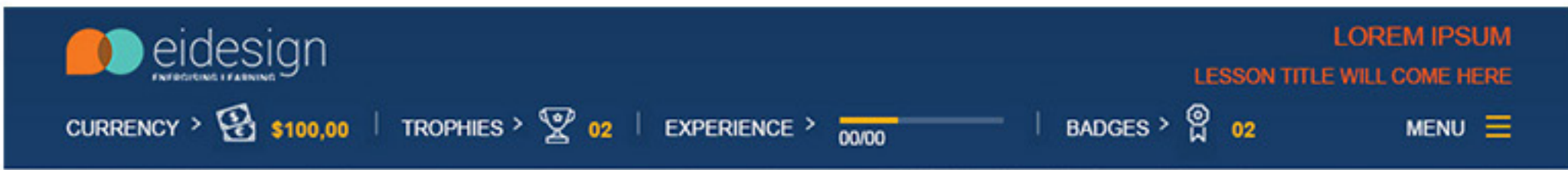
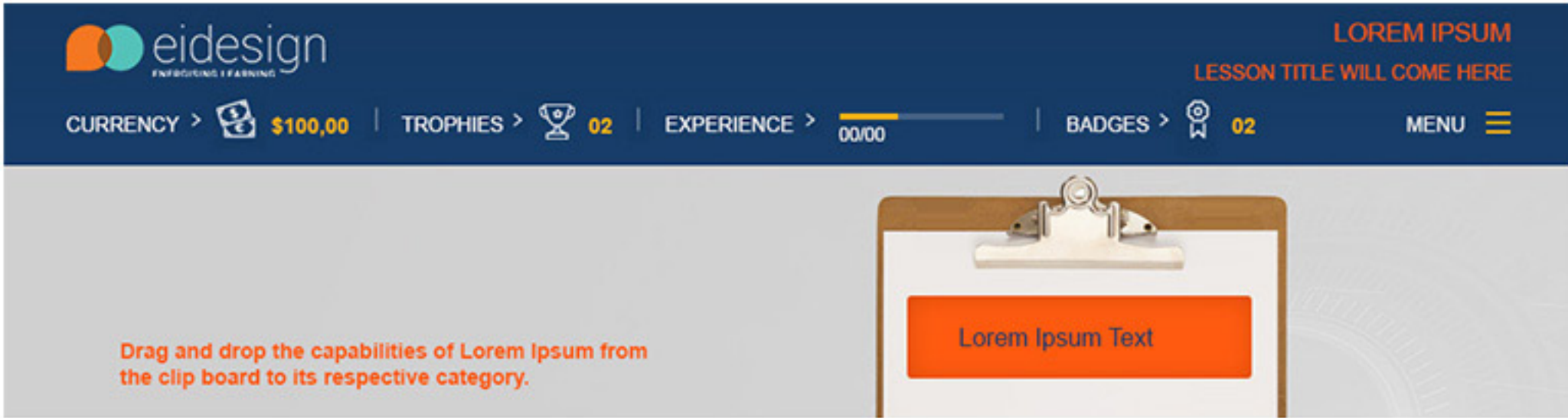


LEVEL 3 > GAMIFIED LEARNING PATH





LEVEL 3 > GAMIFIED LEARNING PATH



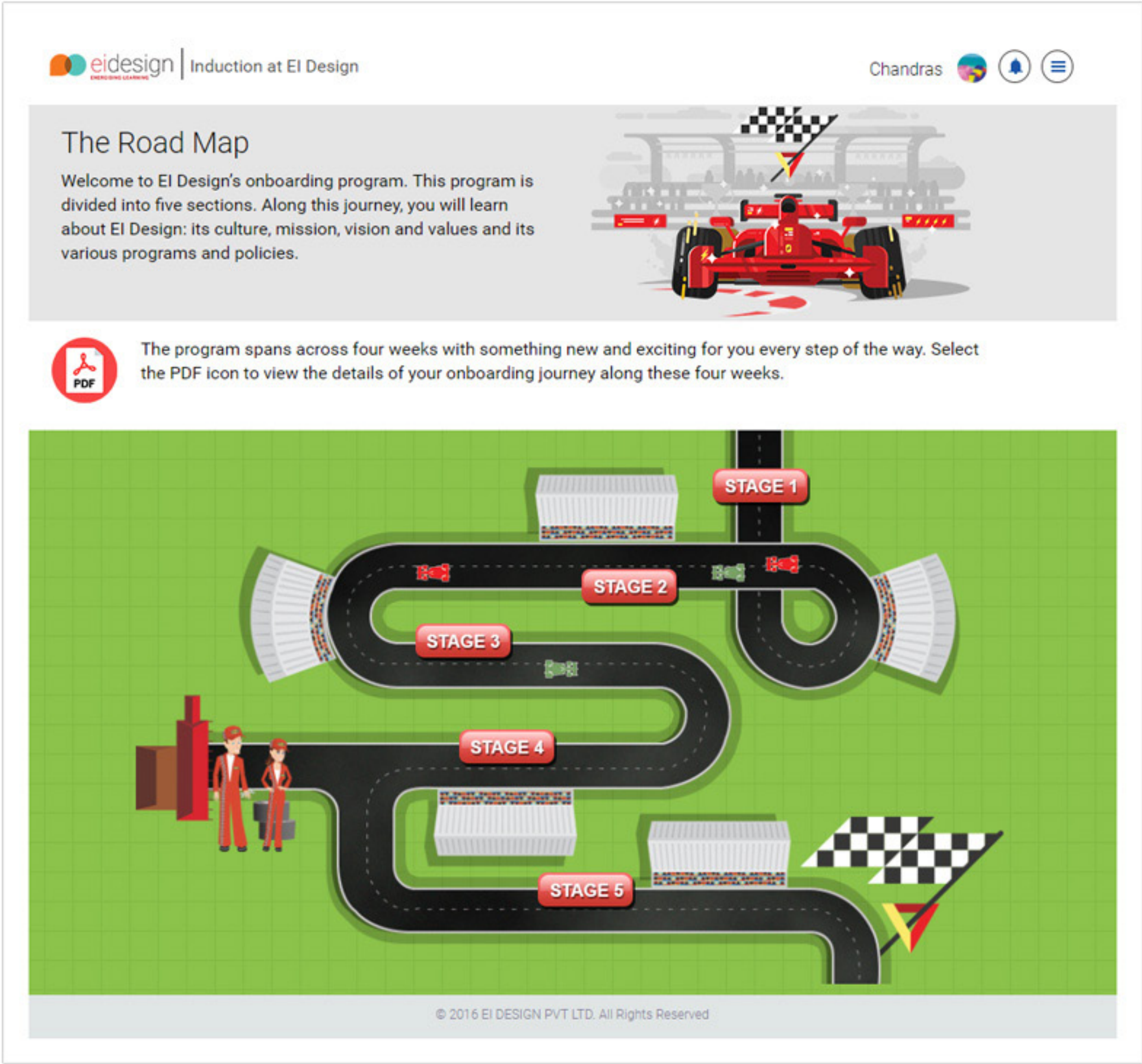


LEVEL 4 > GAMIFIED PORTALS

The need was to convert our Induction and Onboarding program into an engaging training format which would make learning a joyful experience and familiarise new joiners with the various aspects pertaining to the organisation in a fun, engaging way.

We used a gamified portal where various induction sessions were converted into micro-nuggets using various learning aids like PPT presentation, elearning and PDF. The formative and summative assessments were game-based. The games had a scoreboard and the portal had a leaderboard.

The portal based approach provided the learners with the flexibility to learn their way and offered a touch of personalised learning and social learning. The Gamification element added fun to the learning and engaged the learners. The micro-nuggets helped reduce cognitive overload aided better information retention.





LEVEL 4 > GAMIFIED PORTALS

 Induction at EI Design

Chandras



YOUR DASHBOARD OF ACTIVITIES



ShowReel | 40 pts



Induction Kit | 40 pts



An introduction to EI Design



Your Activity

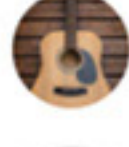
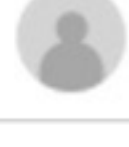


Your Stats

1550
POINTS

PROGRESS 97%

Leaderboard

	Krishnakumar	1670
	Sakthidasan	1660
	Lidheesh	1660
	Abhilash	1650

Your Activity

7/7 Videos

6/11 Courses

6/7 job aids

0 Likes

1 Comments

[View Details](#)

44

 eidesign
ENERGISING LEARNING

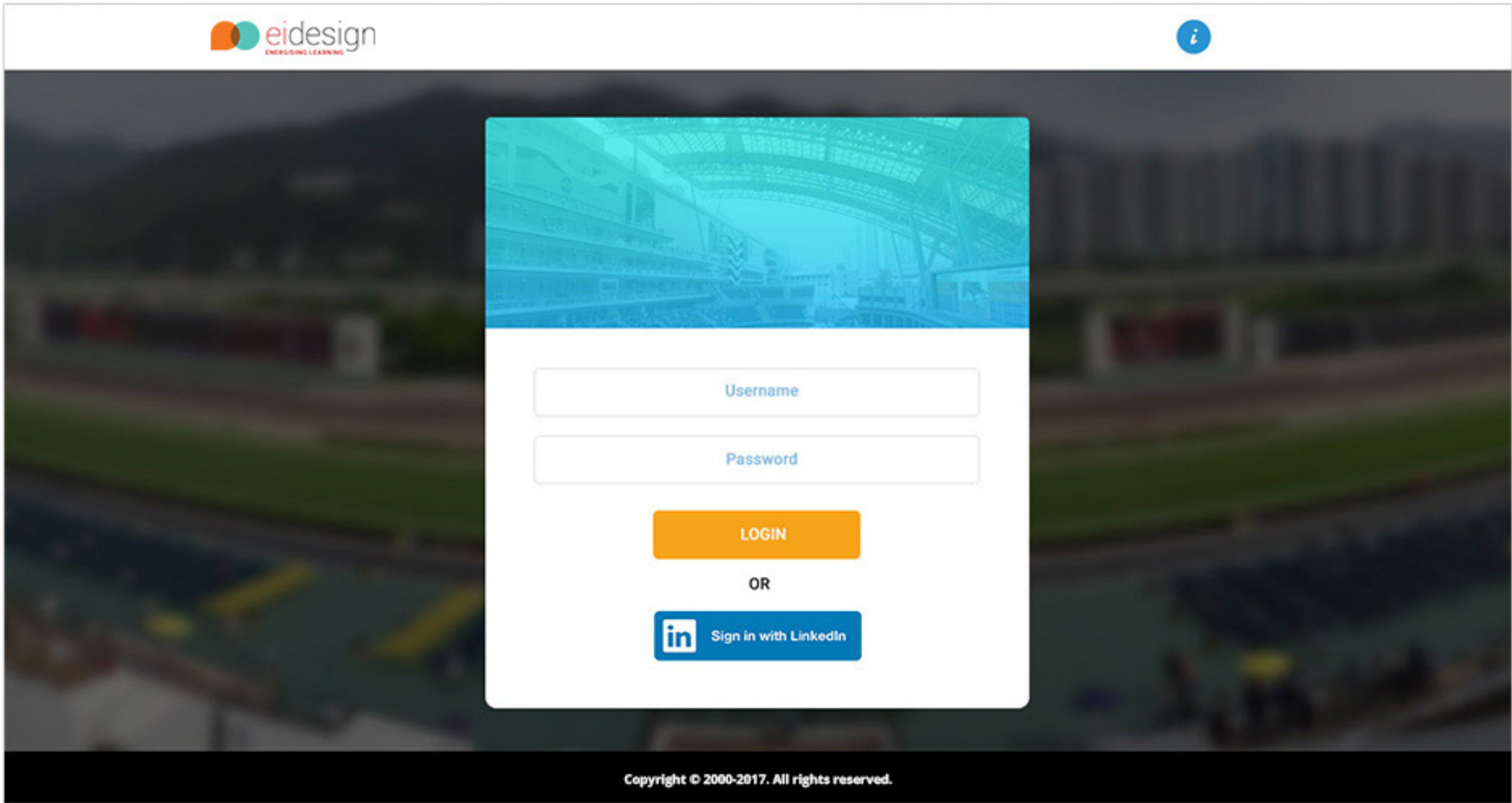


LEVEL 4 > GAMIFIED PORTALS

This solution was a complete Gamified learning experience that integrated various learning methodologies relevant for the modern audience.

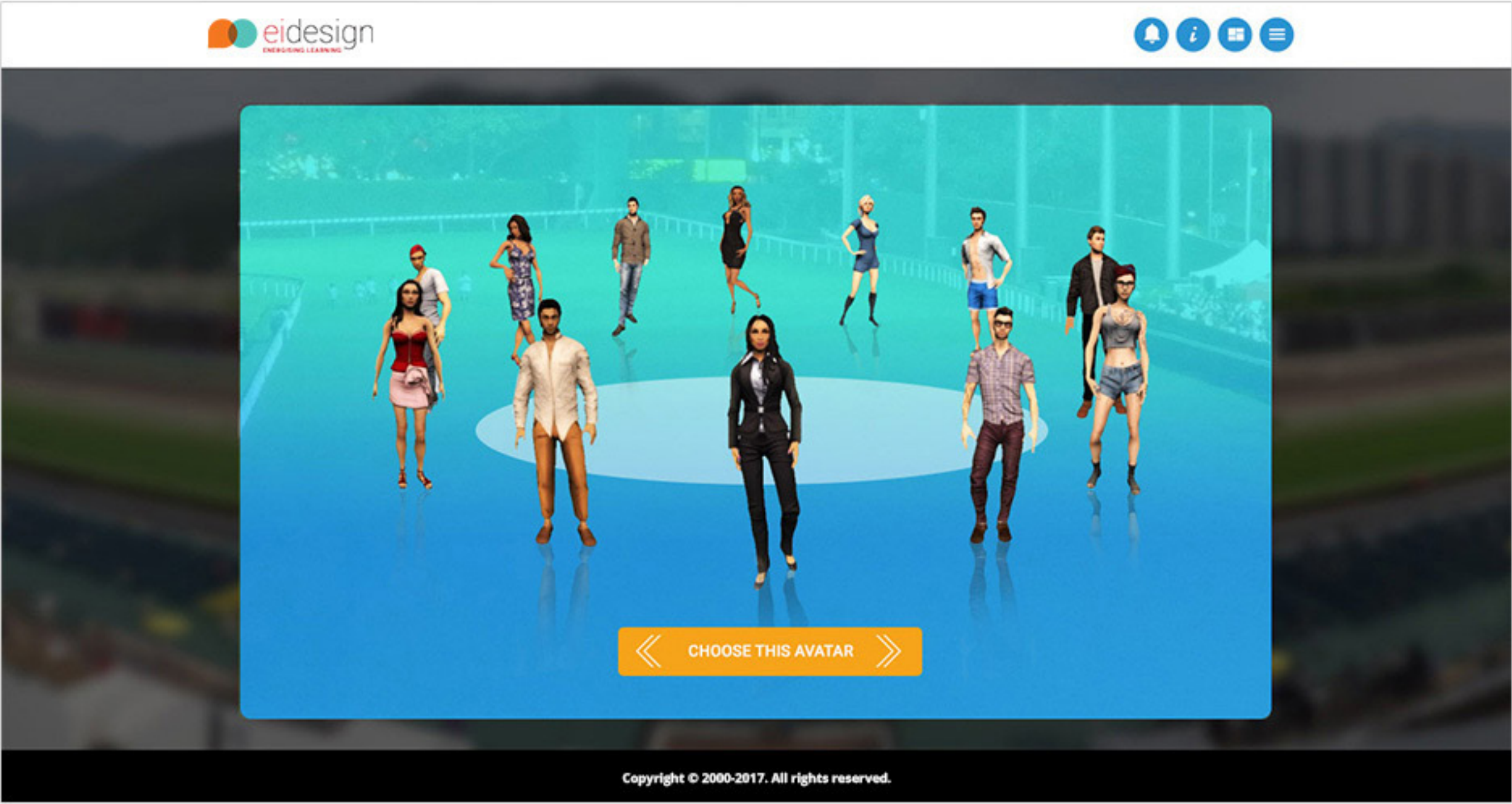
We used 3D virtual environments, Virtual Reality videos, Gamification, Social Learning, Personalisation, Microlearning, etc. to provide a complete and fulfilling experience. This course was initially developed as a classroom training and given the need to reach out to a wider audience. It incorporated the latest trends in learning to bring in the right motivation and behaviour triggers to meet organisational goals.

Learners enter the portal as the owner of a turf club, and they need to build turf club assets as they keep completing learning elements and activities. In the process they spend and earn money, gain badges, expertise levels, etc.





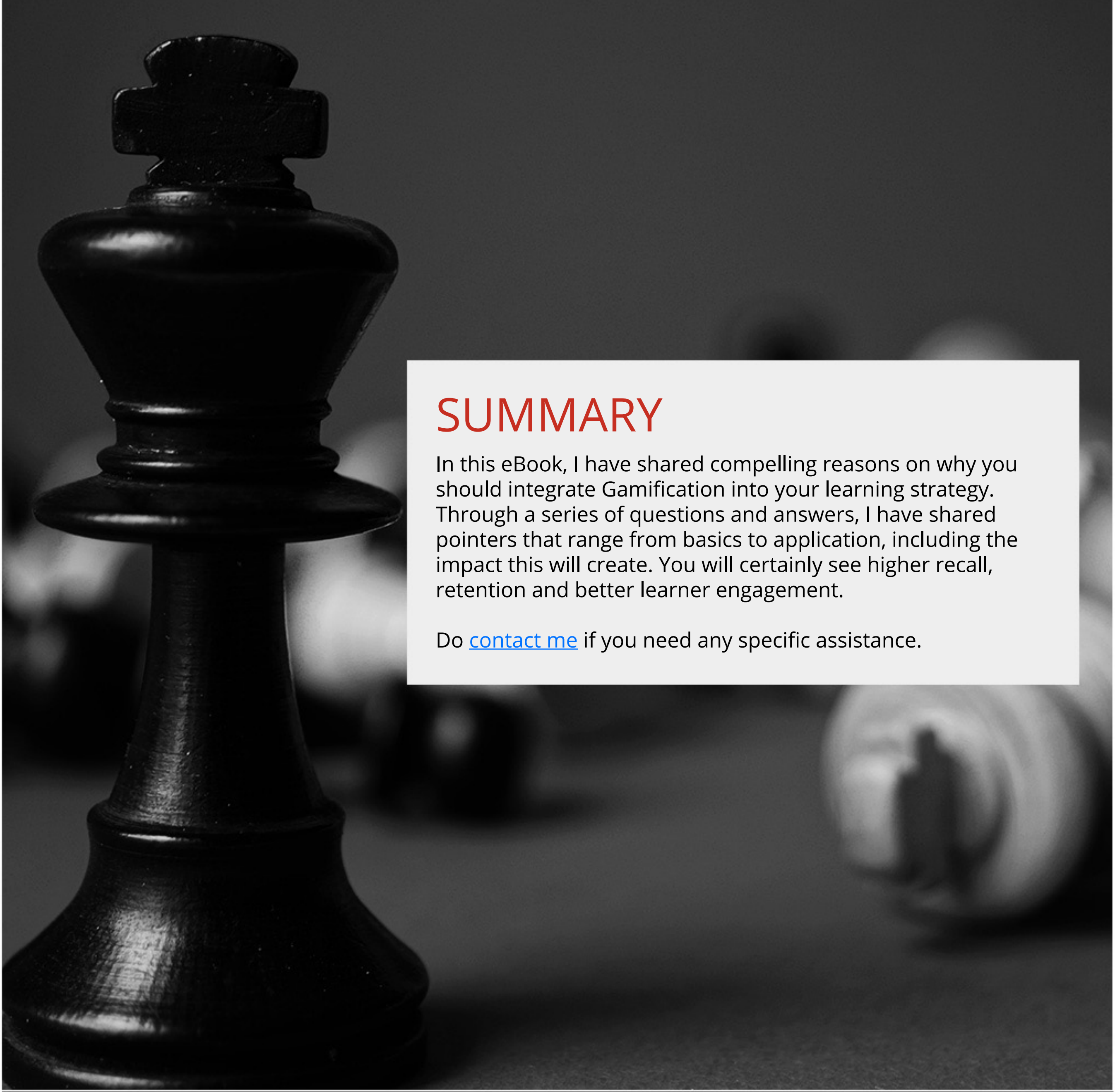
LEVEL 4 > GAMIFIED PORTALS





ALSO READ

- [9 Easy Steps To Create Gamified Online Training Courses](#)
- [Go Beyond Badges And Leaderboards: 5 Examples Of Gamification In Corporate Training](#)
- [Why Adopt Gamification For Corporate Training – 8 Questions Answered](#)
- [Free eBook - Why You Should Adopt Gamification For Corporate Training](#)



SUMMARY

In this eBook, I have shared compelling reasons on why you should integrate Gamification into your learning strategy. Through a series of questions and answers, I have shared pointers that range from basics to application, including the impact this will create. You will certainly see higher recall, retention and better learner engagement.

Do [contact me](#) if you need any specific assistance.



LOOKING TO ADOPT GAMIFICATION IN YOUR LEARNING STRATEGY? EI DESIGN CAN HELP YOU WITH THAT AND MORE!

Our innovative approaches and focus areas include:

- ✓ Learning portals with learning paths
- ✓ Personalised learning solutions
- ✓ Content curation solutions
- ✓ Social Learning (collaborative learning)
- ✓ Microlearning (for both formal and informal learning)
- ✓ Millennial-centric solutions
- ✓ Approaches to predict, measure and validate learnability or learning effectiveness of online courses
- ✓ Reporting and analytics

We use the following strategies to create immersive learning:

- ✓ Gamification
- ✓ Videos and Interactive Videos
- ✓ Apps for learning
- ✓ Decision making – complex branching simulations
- ✓ Scenario-based learning
- ✓ Storytorials

We offer a comprehensive services portfolio that includes custom online (eLearning and mLearning) and blended solutions. With a focus on performance gain, we offer a wide range of Performance Support Tools (just-in-time learning/job-aids). We also have a large Localisation practice covering over 26 global languages.

CONTACT US

email: sales@eidesign.net
Tel (Direct): +91-80-25202680
www.eidesign.net

Stay Connected on EI Design Social
Platforms for Regular Updates!

