

HR IN THE NEW AGE | ROLE OF GAMIFICATION

PETE JENKINS



ABOUT PETE

- CEO – GAMIFICATION+ LTD (BOFTA 2018 Award Winner)
- Export Champion – Department for International Trade
- Honorary Ambassador - GamFed
- Lecturer - University of Brighton
- Chair - Gamification Europe Conference
- Founder - Gamification Awards
- Ambassador - Brighton & Hove Chamber of Commerce
- Guest Lecturer – King's College London & ESCP Europe



CLIENTS



AGENDA



Goals of Gamification in HR



What is Gamification?



Dive into gamification in recruitment

Employer branding
Skills & psychometric testing
Onboarding & induction



Designing player journeys

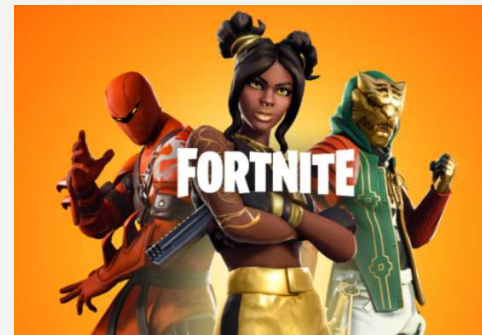
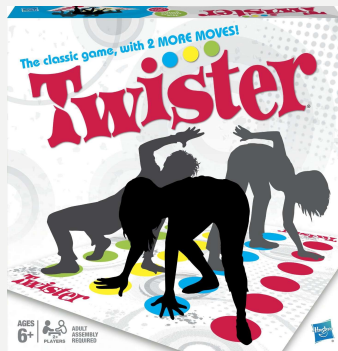


Q&A

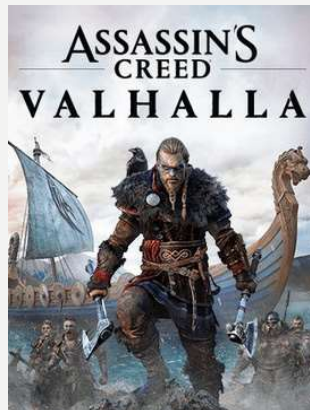
GOALS OF GAMIFICATION IN HR



WHEN AND WHAT DO YOU PLAY?



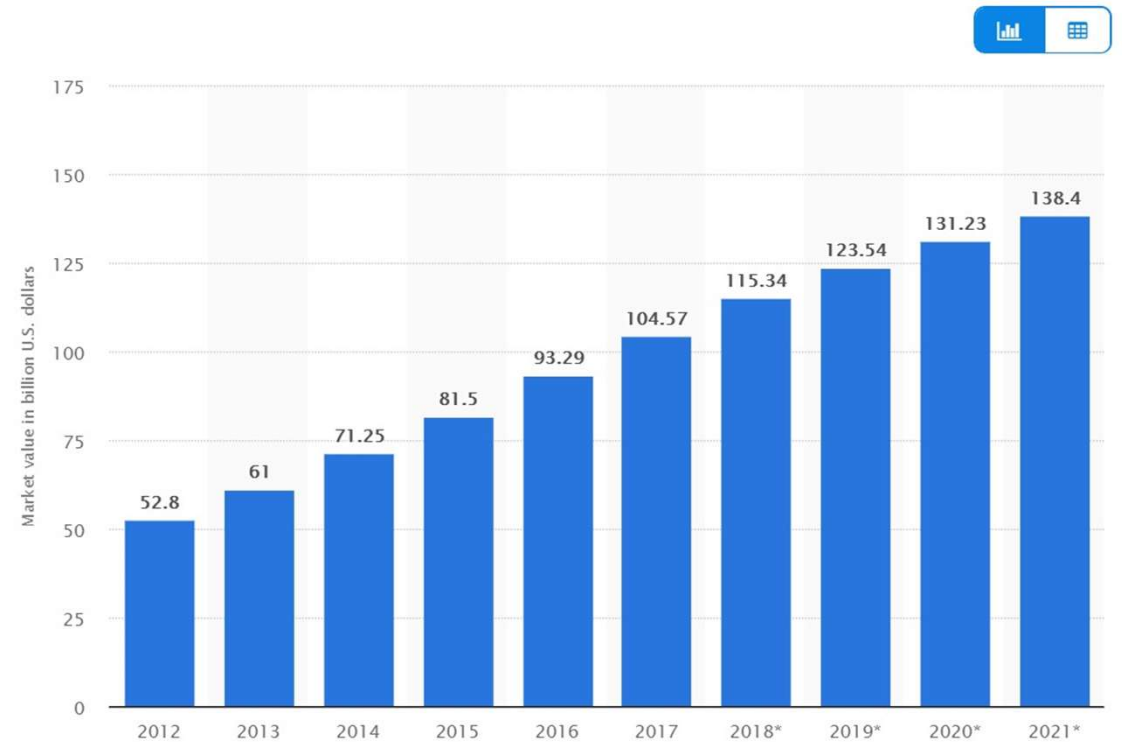
1. Your favourite game?
2. Most recently played game?




VIDEO GAME MARKET

PC GAMES
CONSOLE GAMES
MOBILE GAMES

Value of the global video games market from 2012 to 2021 (in billion U.S. dollars)



© Statista 2019

A promotional image for the video game Overwatch. It features a collage of various characters from the game, including D.Va, Reinhardt, Mercy, and others, set against a background with the Overwatch logo and the word 'OVERWATCH' in large letters. The characters are depicted in dynamic poses, suggesting action and teamwork.

Activision Blizzard's players racked up how many hours of play time in 4th Quarter 2017?

A. 9 billion

B. 19 billion

C. 29 billion

<https://melmagazine.com/en-us/story/video-games-retirement-senior-men>



MEET THE GAMER GRANDPAS: THE SENIORS WHO SPEND RETIREMENT PLAYING 'FORTNITE'

Many retirees struggle with loneliness and boredom, but these senior gamers have found community, activity and quite a bit of fun: 'They let me explore worlds and fantasize, and they've kept my reflexes quite good'

INDUSTRY NEWS

More older adults play games than ever before, according to AARP study of people over 50

By Bree Royce - January 7, 2020 2:00 PM

53



Earlier this week, we wrote about *Skyrim's* "gaming grandma" and other older gamers who've staked out claims in the online gaming space on platforms like Twitch and YouTube, but if you didn't click through the links, you might not realize that this is a growing trend for the 50+ age bracket, not just for a few superstars, a pattern backed up by a [trending AARP study](#).

The AARP (fka American Association of Retired Persons) might seem like an odd group to be promoting gaming, but it's gratifying. The study suggests that adults over 50 are playing more video games than ever before: 44% say they play at least once a month, averaging five hours a week, a figure up 6% over the last three years, making for over 50M gamers over 50 in the US alone. Oh yeah, and more women over 50 play than men.

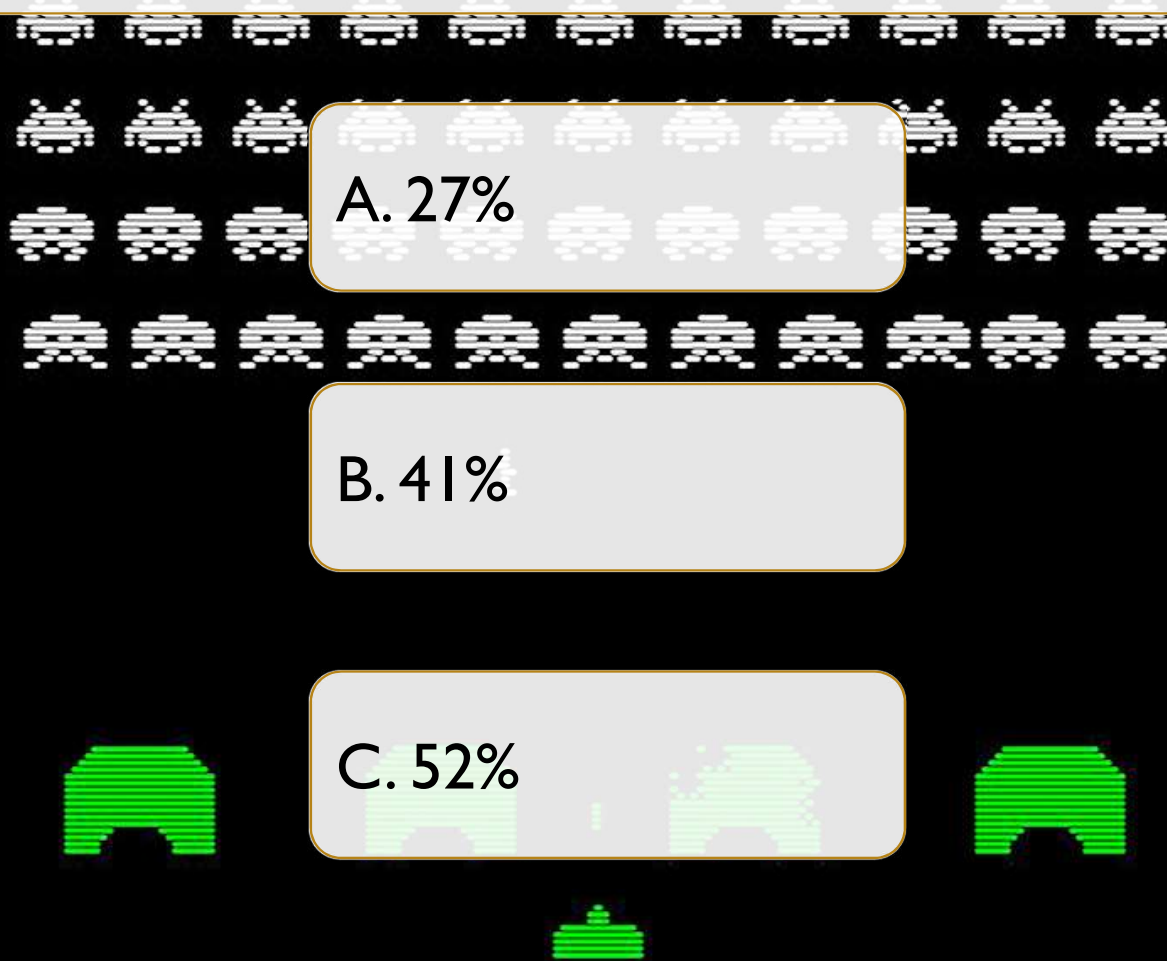
<https://massivelyop.com/2020/01/07/aarp-study-of-gamers-over-50/>

What percentage of video game players in the UK (in 2014) are female?

A. 27%

B. 41%

C. 52%



Gamification is the process of making activities more game like

(Re)Defining Gamification: A Process Approach
Werbach (2014)



WHAT DO WE USE GAMIFICATION FOR?



Less of a
behaviour



More of a
behaviour

IMPRESSIVE GAMIFICATION STATS

**\$6.8
billion**

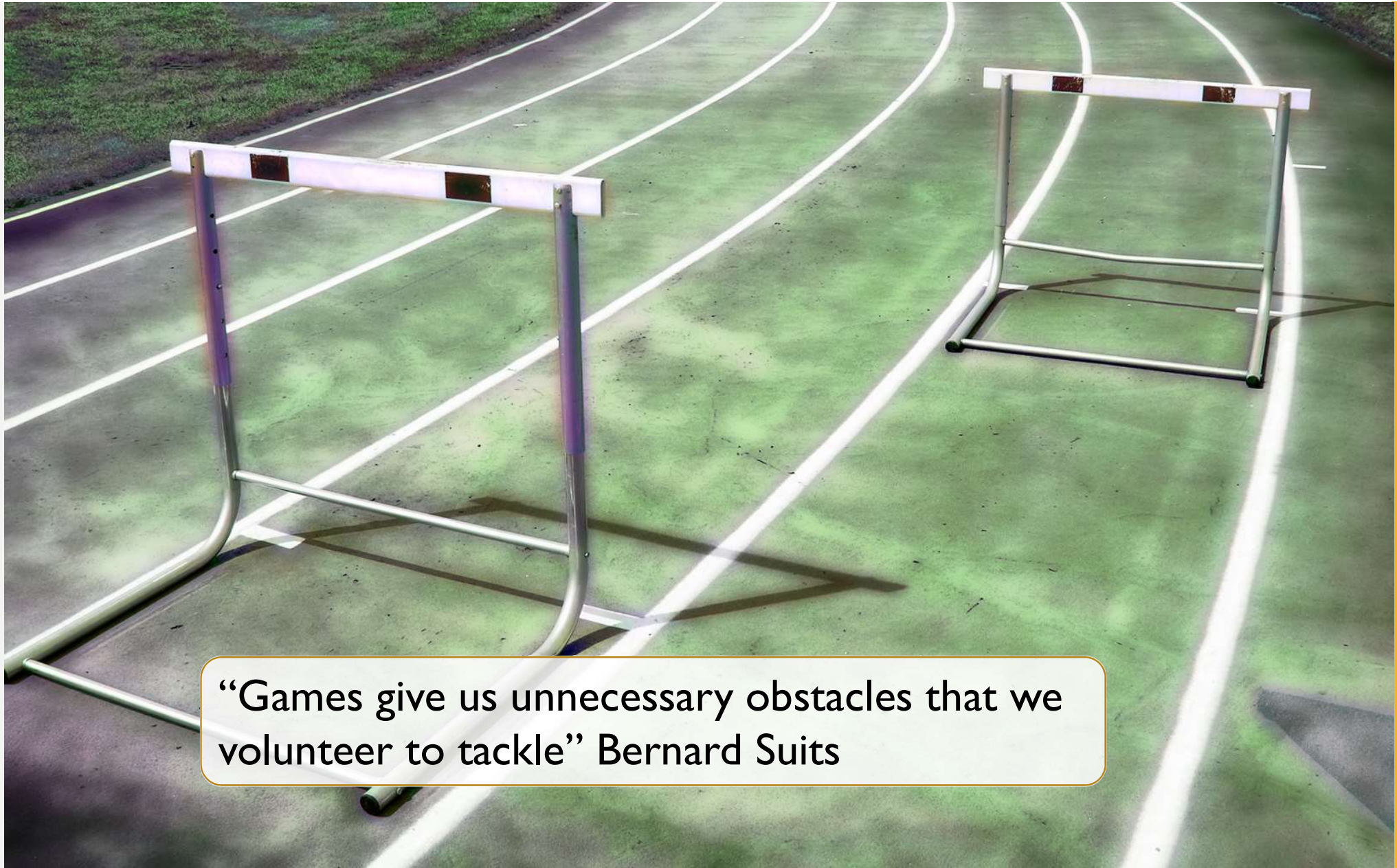
Global value of
gamification in
2018

**\$40
billion**

Predicted global
value by 2024

75%

of the workforce
will be millennials
by 2025 - who
respond well to
gamification



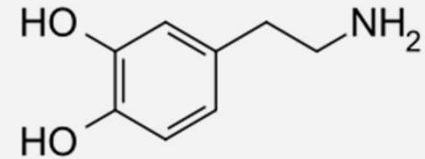
“Games give us unnecessary obstacles that we volunteer to tackle” Bernard Suits

“UX design is about removing problems from the user. Game design is about giving problems to the user”

Raph Koster



DOPAMINE

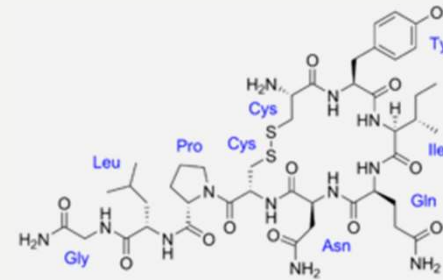


Dopamine is released before an event that requires some sort of response, pleasurable or otherwise, and drives us to act.

So when it comes to a reward, dopamine is released in anticipation of receiving the reward, rather than after. This is known as incentive salience.

“I’m going to use gamification to”

OXYTOCIN

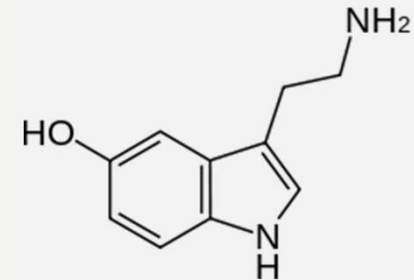


Oxytocin is key to how we bond to others (lovers, friends, parents to babies). It can give us a strong feeling of contentment. This can even occur remotely, i.e. via social networks such as Twitter!

Oxytocin has been shown to increase trust in groups, altruism in individuals, arousal and more.

Now say which goals you liked

SEROTONIN

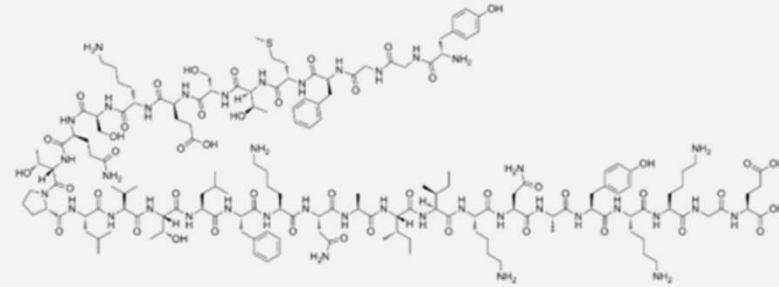


Serotonin is a mood regulator. If you have enough you will be happy, if you don't – you will be miserable.

It is triggered when you feel wanted, important and proud. This could be when you are thanked or have achieved something that required true effort.

“I am proud to have achieved”

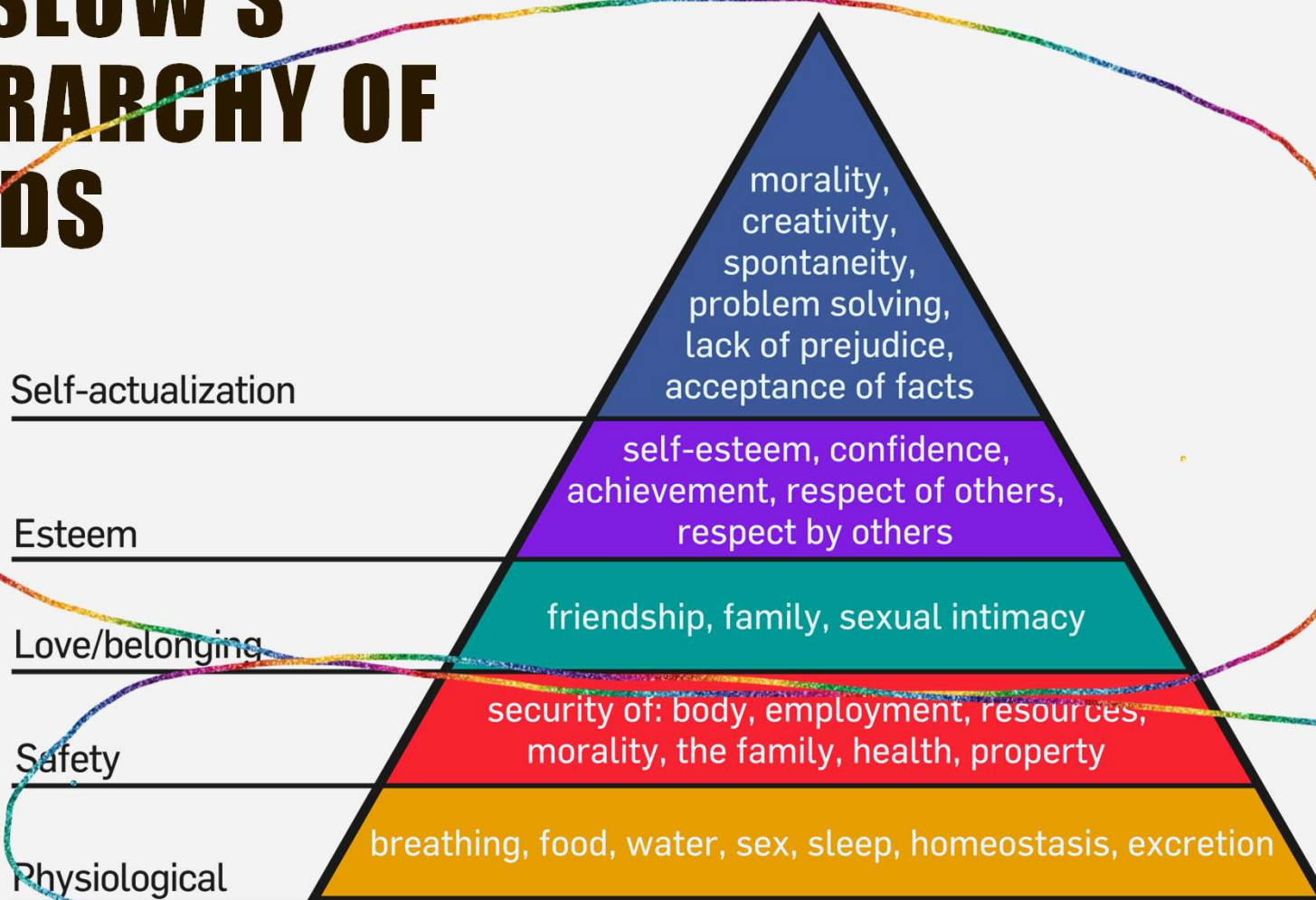
ENDORPHINS



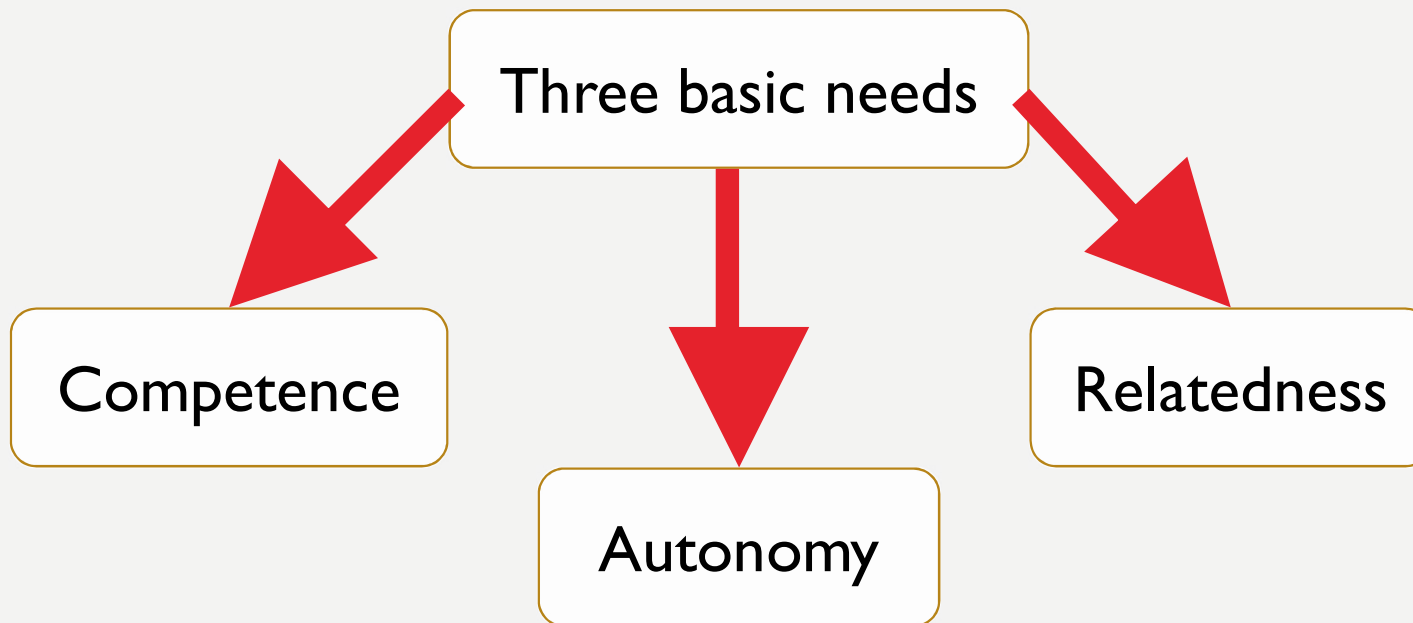
Endorphins are opioids that we produce naturally as a reaction to certain stimuli. When they are released we feel good, possibly even high or euphoric.

Overcoming the challenges in games can stimulate the release of endorphins.

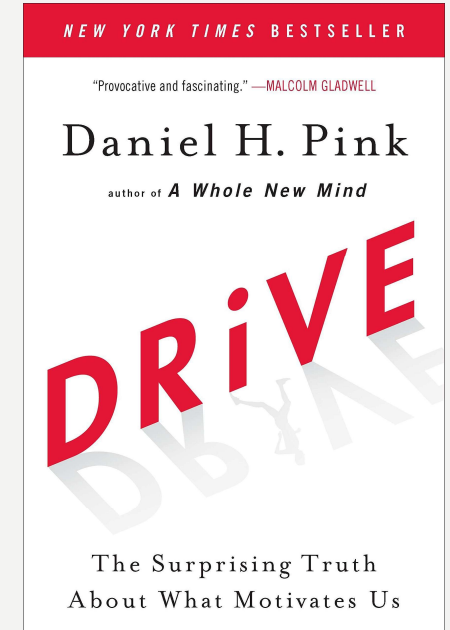
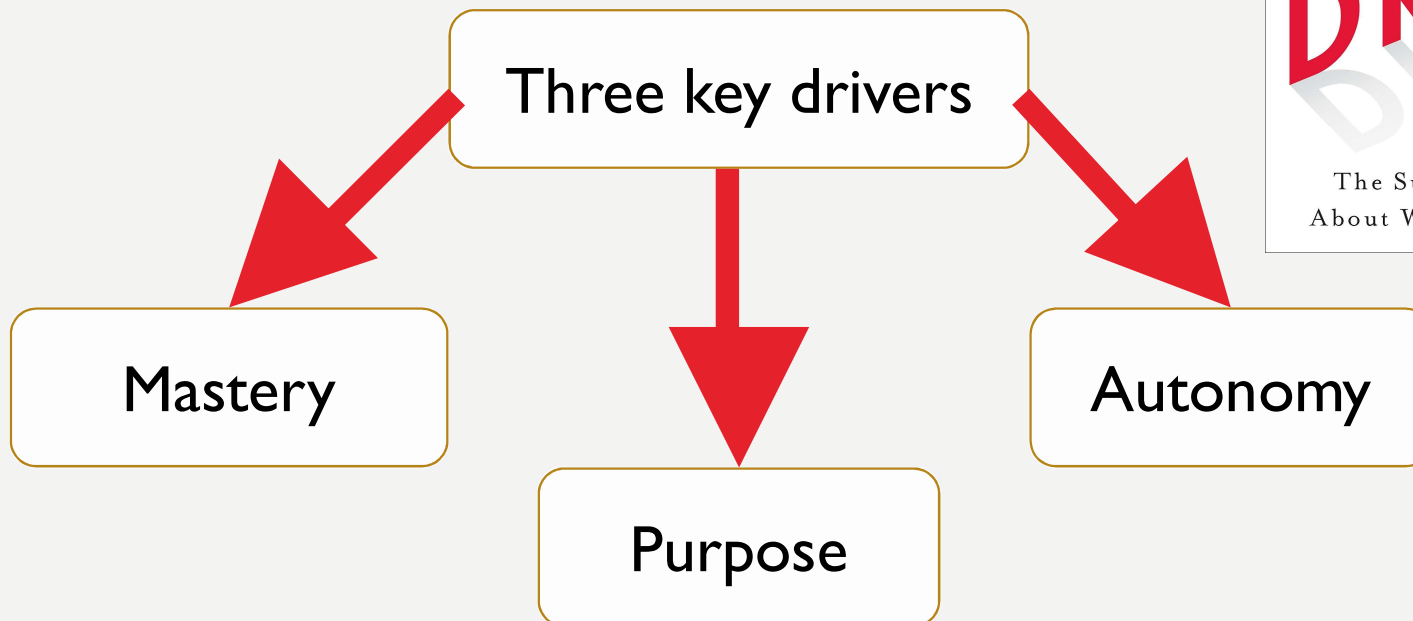
MASLOW'S HIERARCHY OF NEEDS



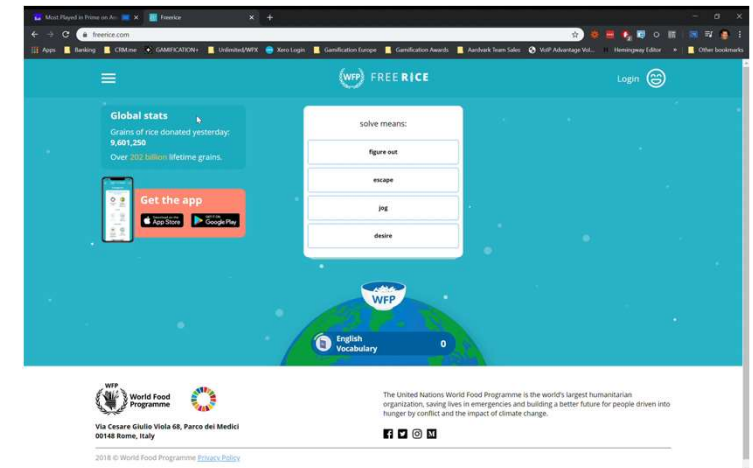
Self-Determination Theory



Daniel Pink - Drive



FREEERICE.COM



Global stats

Grains of rice donated yesterday:
9,601,250

Over **202 billion** lifetime grains.

Layers of Motivation

Trivial / Extrinsic

+10

Points



Badges



Leaderboards



Excess Bonuses

Emotional / Intrinsic



Relatedness



Autonomy



Mastery



Purpose

Base



Security



Health



Physiological
Needs



Money

MARCEWSKI'S THREE LAYERS
OF MOTIVATION

FLOW

“state of concentration so focused that it amounts to absolute absorption in a activity”

Mihaly Csikszentmihalyi (1990, frontpiece)



CSIKSZENTMIHALYI FLOW MODEL

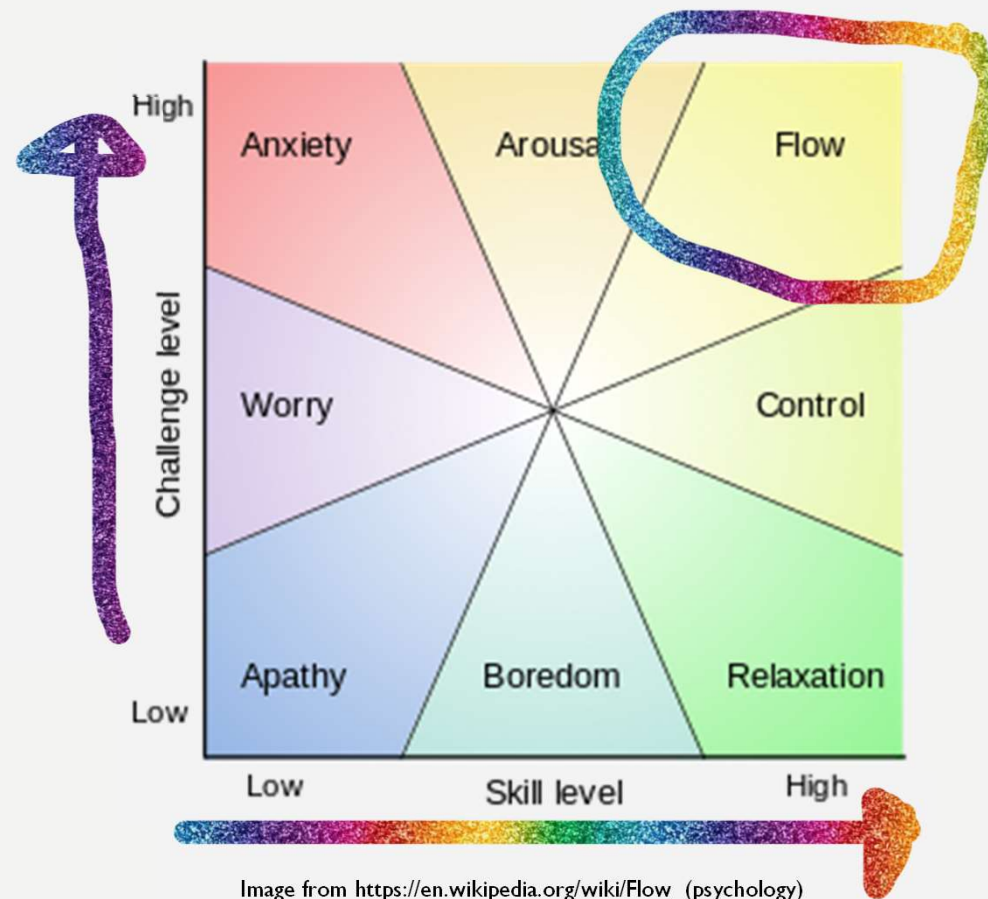


Image from [https://en.wikipedia.org/wiki/Flow_\(psychology\)](https://en.wikipedia.org/wiki/Flow_(psychology))

Csikszentmihalyi (1997)

**GAMIFICATION
EXAMPLES**

EMPLOYER BRANDING



<https://www.unit9.com/project/dominos-pizza-hero/>

EMPLOYER BRANDING

Domino's Pizza Hero

Players made over 7 million pizzas

Almost 800 of them got to actually work in their local Domino's



EMPLOYER BRANDING

Maersk – Quest for oil

<http://www.maersk.com/en/hardware/quest-for-oil>



EMPLOYER BRANDING

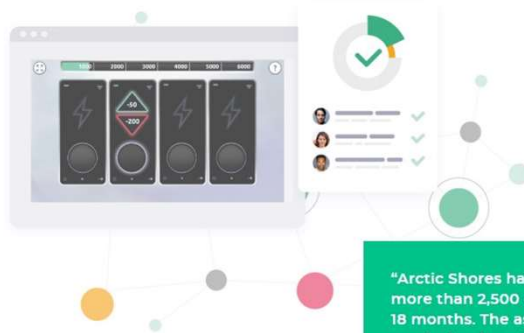
Shell Explorer Game

Trailer:

<https://vimeo.com/181806774>

**GAMIFICATION
EXAMPLES**

PSYCHOMETRICS & TESTING SKILLS

[Why us?](#)[Resources](#)[Partner with us](#)[Arrange](#)

What is our behaviour-based assessment?

It's an assessment without the questions. We've replaced them with interactive tasks in a mobile-friendly design. So you can **see** your candidates' aptitude, cognitive ability and unique behaviour in action.

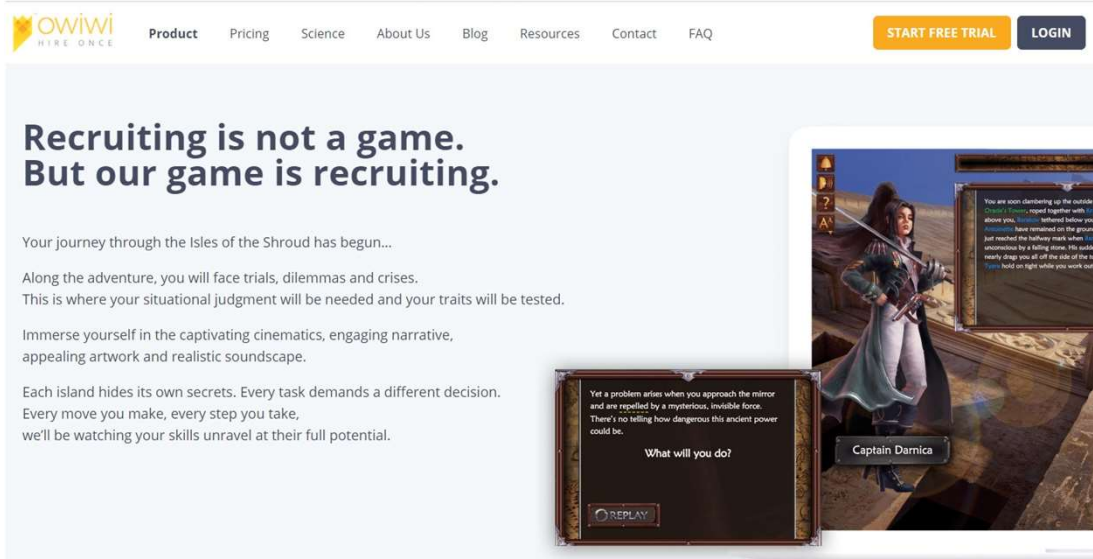
"Arctic Shores have helped us assess more than 2,500 candidates in the past 18 months. The assessment makes sure we don't miss talented candidates, just because their CVs don't reflect their true abilities."

Jeanette Louise Rønne
Head of Emerging Tech, Evry

PSYCHOMETRICS & SKILLS

Arctic Shores

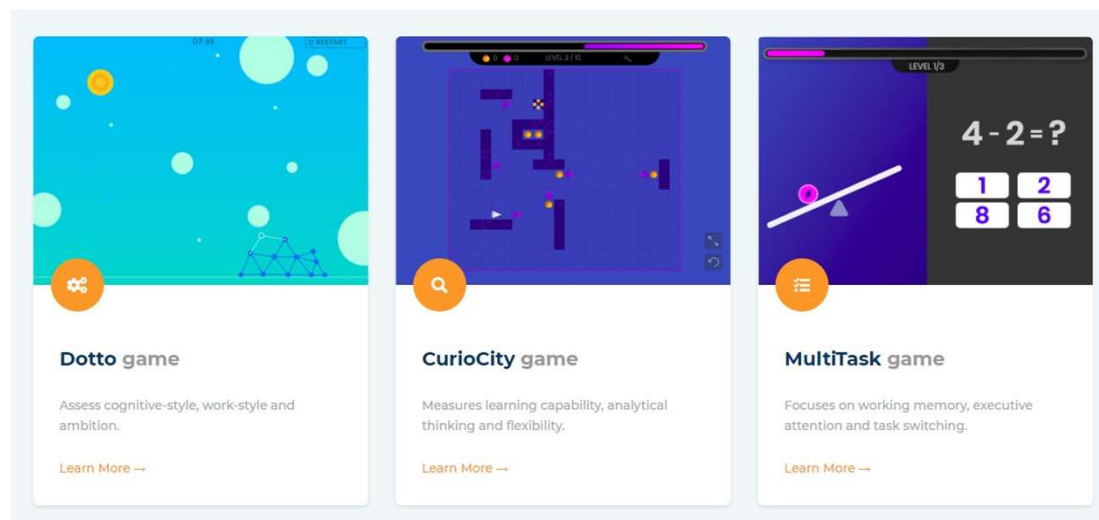
<https://www.arcticshores.com/how-it-works/>



PSYCHOMETRICS & SKILLS

Owivi

<https://owivi.co.uk/science/>



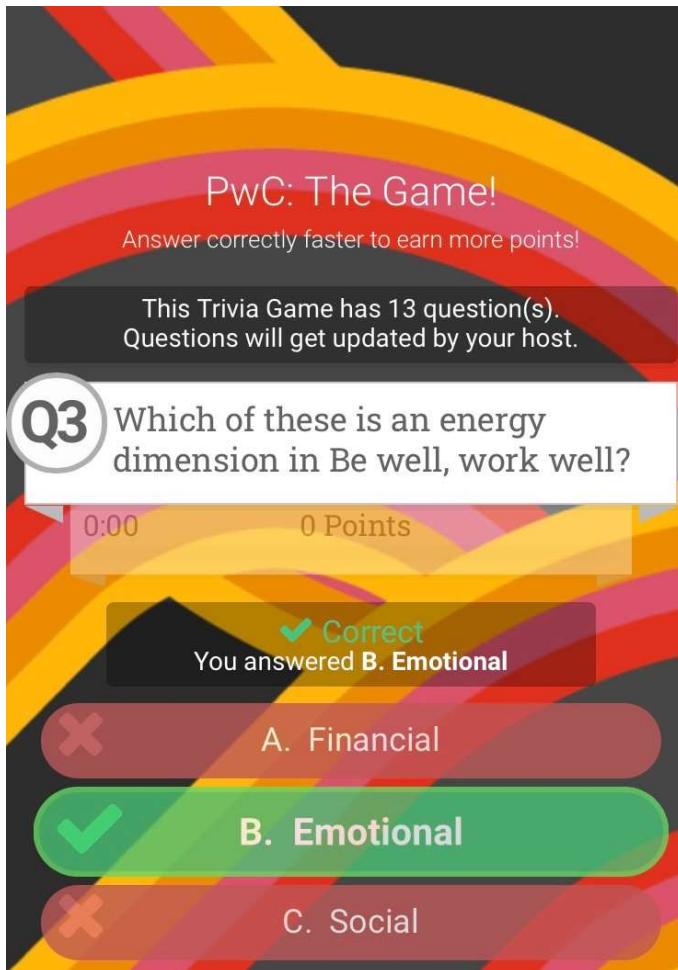
PSYCHOMETRICS & SKILLS

Benchmark Games

<https://owiwi.co.uk/science/>

**GAMIFICATION
EXAMPLES**

ONBOARDING & INDUCTION



ONBOARDING & INDUCTION

PwC:The Game!


Virtual Onboarding

<https://www.hrdive.com/news/how-pwc-uses-gamification-to-support-learning-engagement/582440/>

gametize Product ▼ Templates Pricing About Us ▼ Academy ▼ Support Community [Player Login](#)


- Employee Engagement
- Events
- Health & Fitness
- Learning & Development
- Talent Acquisition
- Travel/Tourism
- Just For Fun

*Only available for Regular, Premium and Premium Plus plans.




Onboarding

Make onboarding a painless and even fun journey with this Onboarding Template! T...




Pre-Onboarding

Embarking on a journey with a new company can be an exciting, but daunting...




Referral Program

Know anyone suited for a role at your company? Refer them to HR with this Job...




Virtual Onboarding

This template digitalizes the onboarding process for new hires so that even if you...



Virtual Program (Learning & Events)

This template is a 2-month virtual program that you can launch for your organization ...



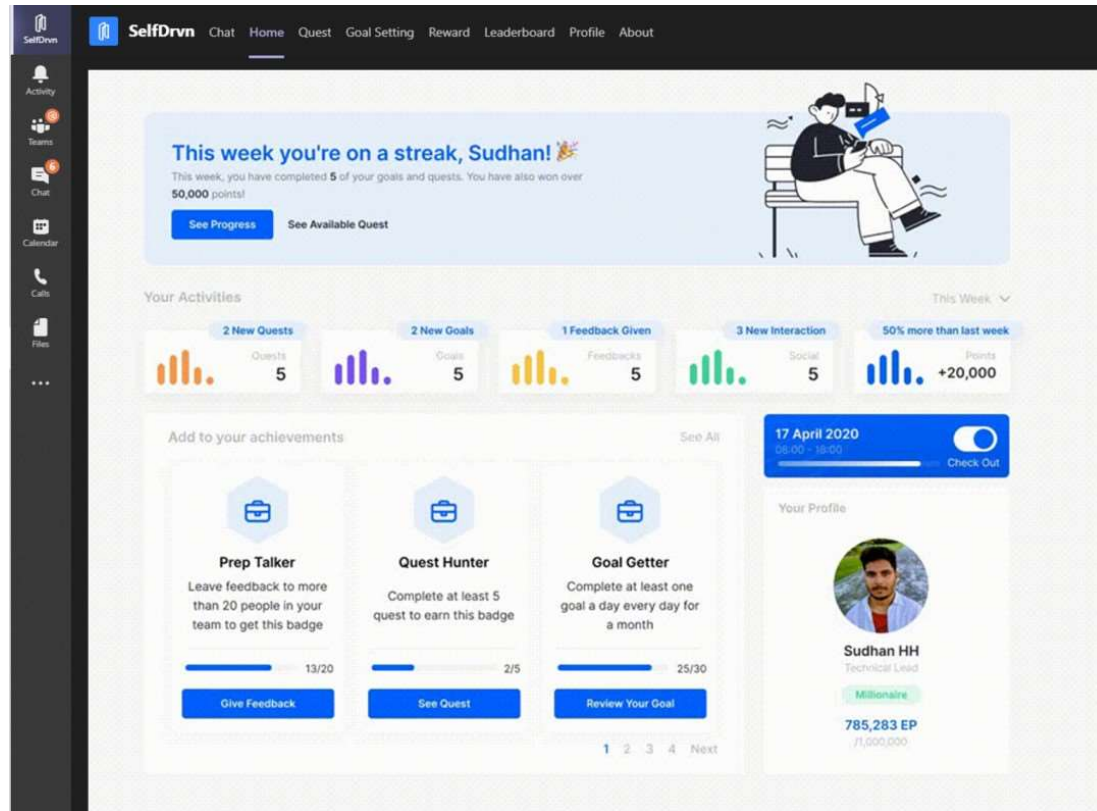
WFH Game

Working from home shouldn't be tough. You might feel like you're flying solo, but...

ONBOARDING & INDUCTION

Gametize

<https://gametize.com/templates?type=project&categoryId=3>



ONBOARDING & INDUCTION

SelfDrvn

<https://selfdrvn.com/future-of-employee-engagement-is-here-2/>

DESIGNING PLAYER JOURNEYS

PLAYER JOURNEY

Discovery

Onboarding

Scaffolding

Mastery



DESIGNING THE PLAYER JOURNEY

Feelings / Emotions: What do you want your players to feel during the 4 phases of the player's journey

Discovery	Onboarding	Scaffolding	Mastery
Interest, anticipation, curious, empowered	Social, understanding, comfortable	Inspired, involved, community, acceptance, focus	Joy, recognition, pride, protective, achievement,

EMOTION & FEELING WHEEL

The wheel is organized into four main quadrants, each with a central color and a set of associated emotions in the outer rings.

- Anger (Pink Quadrant):**
 - Sub-quadrants: Irritable, Envy, Disgust, Suffering
 - Emotions: Aggravated, Resentful, Jealous, Contempt, Revolted, Agony, Hurt, Depressed, Sorrow, Dismayed, Displeased, Regretful, Guilty, Isolated, Lonely, Grief, Powerless, Shocked, Dismayed, Disillusioned, Perplexed, Astonished, Awe-struck, Speechless, Astounded, Stimulated, Touched, Pleased, Satisfied, Amused, Delighted, Jovial, Blissful, Triumphant, Illustrous, Eager, Hopeful, Excited, Zeal, Euphoric, Jubilant, Enchanted, Rapture, Romantic, Fondness, Sentimental, Attracted, Passion, Infatuation, Caring, Compassionate, Relieved, Satisfied, Frightened, Helpless, Panic, Hysterical, Inferior, Inadequate, Worried, Anxious, Mortified, Dread, Hate, Hostile, Agitated, Frustrated, Annoyed
- Sadness (Blue Quadrant):**
 - Sub-quadrants: Disappointed, Shameful, Neglected, Despair, Stunned, Confused, Amazed, Overcome, Moved, Content, Happy, Proud, Cheerful
 - Emotions: Disappointed, Shameful, Neglected, Despair, Stunned, Confused, Amazed, Overcome, Moved, Content, Happy, Proud, Cheerful
- Surprise (Teal Quadrant):**
 - Sub-quadrants: Enthralled, Elation, Enthusiastic, Optimistic, Proud, Cheerful, Happy, Content, Moved, Overcome, Amazed, Confused, Stunned, Despair, Neglected, Shameful, Disappointed
 - Emotions: Enthralled, Elation, Enthusiastic, Optimistic, Proud, Cheerful, Happy, Content, Moved, Overcome, Amazed, Confused, Stunned, Despair, Neglected, Shameful, Disappointed
- Love (Yellow-Orange Quadrant):**
 - Sub-quadrants: Insecure, Terror, Fear, Nervous, Horror, Rage, Exasperated
 - Emotions: Insecure, Terror, Fear, Nervous, Horror, Rage, Exasperated

Player Journey:

Onboarding

Scaffolding

Mastery

<http://blog.thejuntoinstitute.com/the-junto-emotion-wheel-why-and-how-we-use-it>

“Gamification is the incentive of the 21st century,”

Lluís Costa, Business Partner Manager at Mars Iberia

- IMPLEMENTING GAMIFICATION PROJECTS FOR 4 YEARS
- ACHIEVED A 6% INCREASE IN SALES
- AND AN 11% INCREASE AT YEAR-END
- NOW THEY ARE RUNNING 125 GAMES

<https://www.thenewbarcelonapost.com/en/gamification-when-digital-transformation-makes-work-fun/>

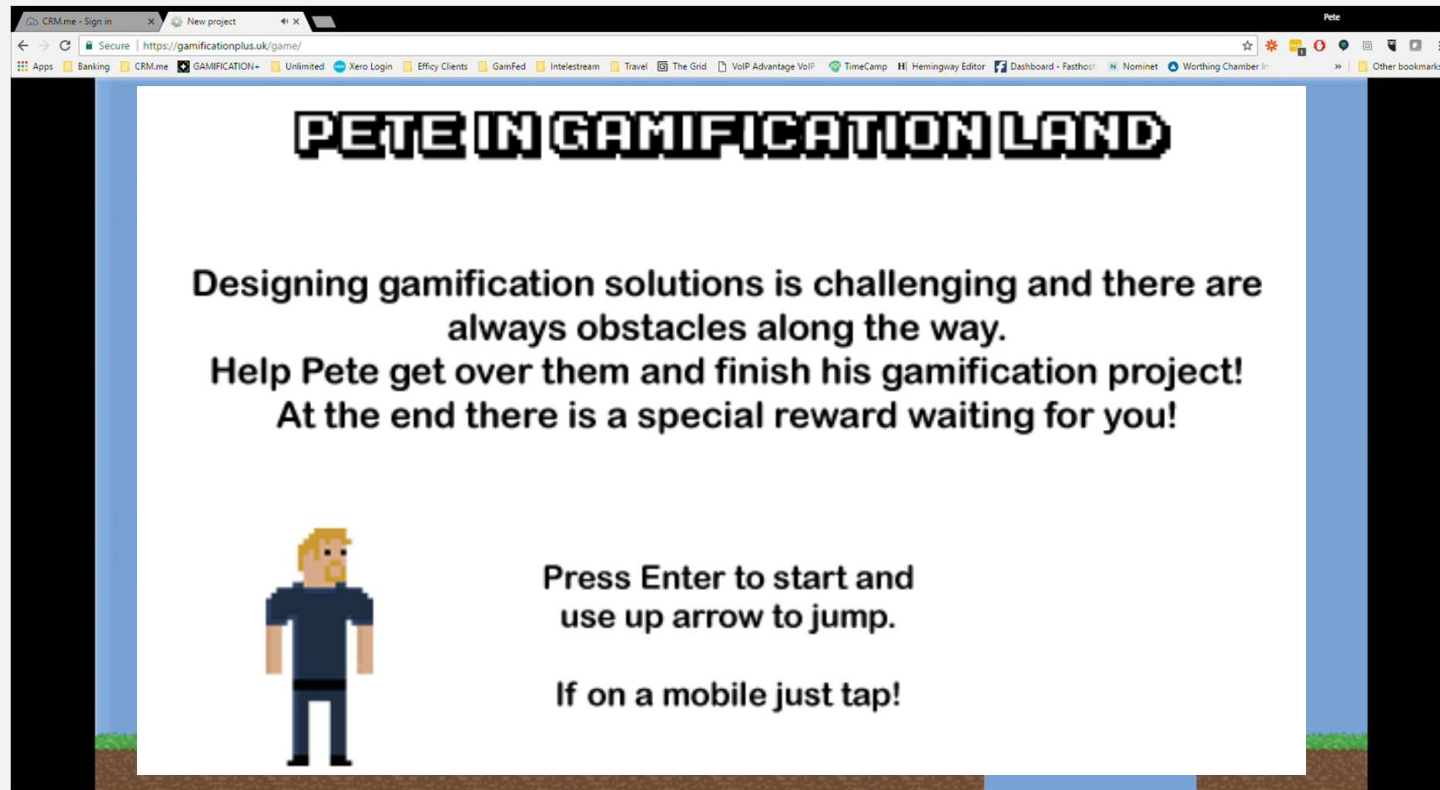


RESOURCES

<https://gamificationplus.uk/resources/>



GAMIFICATION+ SUCCESS FRAMEWORK



<https://gamificationplus.uk/game/>

THANK YOU FOR PLAYING

Any questions?

**BOOK A FREE 20 MINUTE
VIDEO CALL WITH PETE**

CONTACT PETE

- pete.jenkins@gamificationplus.uk
- <https://gamificationplus.uk>
- <https://www.linkedin.com/in/jenkinspete/>
- <https://twitter.com/petejenkins>
- <https://www.instagram.com/petejenkins/>



<https://outlook.office365.com/owa/calendar/GamificationLtdI@gamificationplus.uk/bookings/>