

Gamification

Introduction Course

(VCT or ILT)
(4 hours)

COURSE OBJECTIVES

- ❖ Teach the group of students to motivate and involve anyone by learning the psychology that supports human behavior.
- ❖ Understand human beings characteristics that encourages them to do what they do.

TARGET GROUPS

- ❖ Company's departments or groups

PRE REQUISITES

- ❖ Have an open mind
- ❖ Invest time in student discussions.
- ❖ Ideally, have a working group to focus on creating an engagement plan

www.GreenlightPM.com
GreenlightPM@GreenlightPM.com

Gamification – The change for better performance and productivity!

Gamification refers to the application of fun and engaging elements found in games in non-leisure settings, for the purpose of better performance, decreased staff turnover, and better interaction with employees and customers.

Currently Gamification is present in our day to day as a method to capture attention, increase concentration, effort and involve and achieve the active participation of users in a process in which processes and principles of games.

Gamification on track can provide companies with performance and productivity development. Thanks to it, we can take advantage of psychology and motivation and game design to improve behaviors in any area.

SUBJECTS:

- ❖ Motivation cannot be bought
- ❖ Cognitive Dissonance
- ❖ Dopamine - natural motivator
- ❖ Bonus not guaranteed!
- ❖ Extrinsic and Intrinsic Motivations
- ❖ The four great motivations
- ❖ Status
- ❖ Community and Belonging
- ❖ Feedback
- ❖ Progressive objectives
- ❖ Significance
- ❖ Story Telling
- ❖ Contribution
- ❖ Draft of a Gamification Plan

HANDS ON METHODOLOGY

- ❖ The course combines theory with practice.
- ❖ Participants will learn the concepts of human motivations and how they are connected to different Gamification techniques used by the world's great digital companies (Facebook, LinkedIn, Booking)