# Gamification insight service

Gamification is becoming more commonplace in corporate environments having earned credibility for increasing user engagement and solving problems.

It's essential that L&D teams fully understand the fundamentals of this strategy before investing budgets on gamified applications for learning.

**Do we need gamification?**

**Why are game mechanics important?**

A significant 50% of European adults have played a game in the past 12 months. One of the reasons games have become so successful are the mechanics that encourage players to keep playing. Apply games thinking to corporate challenges and you have the potential to harness the collective intelligence of your colleagues behind some pretty creative solutions.

So, it's no surprise Gartner predicts that by 2015 more than 50% of businesses will gamify their innovation processes, and more than 70% of Global 2000 organisations will have at least one gamified app.

LearnerLab's gamification services have been designed to guide organisations through every step of the process helping to ensure a successful journey and the best results.

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# Beyond badges and leaderboards

Modern gamification goes far beyond badges and leaderboards which only motivate a certain % of people. It can incorporate deeper techniques from games design that make interactions feel not only fun but rewarding. If done well gamification can produce excellent engagement. Implemented badly, and it can create negative results.

Before you commit your budget to gamified content it's essential for you to understand how gamification can meaningfully add value to your learning strategy, how it aligns to your existing learning brand and what kind of gamified motivators will inspire your audience. Building on this insight you can write an effective business case for gamification and go on to manage and launch your project successfully.

## Is my organisation ready for gamification?

Our Gamification Insight Service is designed to help organisations successfully incorporate gamification into their learning strategy or roll out significant gamified projects.

Our experts will review your learning strategy, business challenges and ambitions as well as gain a deep understanding of your target audience. From this, we produce recommendations tailored to your organisation's learning brand, learner needs and content objectives.

### Find out how gamification can best support:

**Business objectives**
How will gamification deliver against your strategic and operational objectives?

**Learning strategy**
Where will gamification specifically add value?

**Learning brand**
How will gamification fit with your learning brand and audience perception?

**Learner gaming and media habits**
Does your audience play games and what games do they play? How can you translate your audience's existing gaming habits and technology usage for work?

**Learner motivators**
Are your colleagues explorers, socialisers, killers or achievers? What extrinsic gamification methodologies will best motivate your learning audience?

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# Our tailored report and practical toolkit will help you to:

- Create a business case for gamification
- Embed gamification meaningfully in your learning strategy
- Understand your audience and what gamified mechanics will motivate them
- Successfully manage the commissioning process for a gamified application:
  - Provide a specific and detailed brief or RFP to agencies or internal team
  - Evaluate agency's understanding and capability of gamification
- Get the most from your agency and understand differences in gamification production process
- Launch and promote gamified content
- Measure and share success of gamified content

## Gamification independent project expertise

We will support your team throughout the entire project process from briefing and commissioning to production and delivery to launch and sustained engagement. Use our independent expertise, as an extension to your team, to ensure that you get the best design and value for your organisation.

## Communications and measuring success

As with any learning project communications and proving success should be key workstreams. With your new gamified project it's worth understanding what success will look like from the beginning and making sure there are simple processes in place to prove and share the value it's created for the business. No doubt you'll also want to make a splash at launch and beyond. The right approach can create a great deal of positive conversation and user engagement. We can help you develop an integrated communications and evaluation plan to inspire advocacy across the board.

*Drop us a mail*

To find out how we can help you design a successful strategy for gamified learning.

LearnerLab's consultants have created games and gamification for some of the world's leading brands:

**BBC** | PlayStation | UBISOFT | 4 | Disney

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