GAMIFICATION

"Gamification is cutting-edge methods of delivering and enhancing learning and its use is increasing in organisations." – Association for Talent Development (ATD), 2014.

What is Gamification?

Gamification is the use of game design techniques, game thinking and game mechanics in non-game contexts – that is for purposes other than pure entertainment, e.g. training, engagement, information sharing, etc. This means that a process/procedure or training programme is designed in the form of a game with rewards, leader boards and badges.

How can you use Gamification?

Gamification has been applied in marketing and client engagement for many years. However, it has recently been used in the following contexts:
- learning and development;
- on-boarding; and
- encouragement of employees to use processes and procedures.

Does Gamification require the use of technology?

When a training programme, or a process/procedure, is gamified, the use of technology is optional. For example, The Mentoring Game© is a board game; "Catch me if You Can" is a gamified training programme "played" in a lecture room without the use of technology (computers).

What are the advantages of using Gamification?

- Since it is fun, players are motivated to continue playing the game, which leads to learning the principles/techniques that the game is designed to teach.
- Successive tasks help players make progress towards concrete, specific goals.
- Repeated interactive experiences and assessment opportunities in a task-based environment accelerates learning.
- The player experiences a sense of control – the player self-regulates learning.
- Participants who receive game training out-perform those who receive traditional training (MacDonald, Cannon Bowers as quoted by McNamara, Handler & Fetzer, SIOP, 2014).
- Game participants make fewer errors in transfer environments (McNamara, Handler & Fetzer, SIOP, 2014).

What are the tangible deliverables of Gamification?

LEMASA designs and builds the game to satisfy the specific needs of your organisation. Therefore, the deliverables of games will differ. However, the following are typical deliverables:

- the game itself, which includes all player artefacts;
- the game manual, which explains the game flow, process and procedures; and
- supporting material.

In addition, LEMASA first pilots the game within your specific organisation to ensure that the game delivers what it was designed to do.

How is a game designed?

LEMASA partners with YOU to clarify the goal and specifications of the game. LEMASA designs the game according to the agreed specifications. The game is piloted and once all stakeholders are satisfied that the agreed goal and specifications are met, LEMASA hands the game over to you.