



# Playing to Win: Gamification and Serious Games in Organizational Learning

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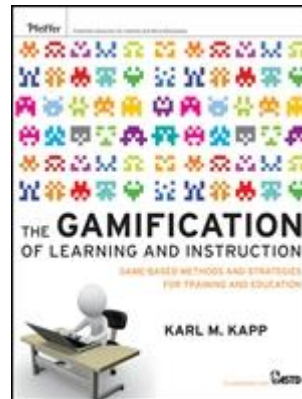
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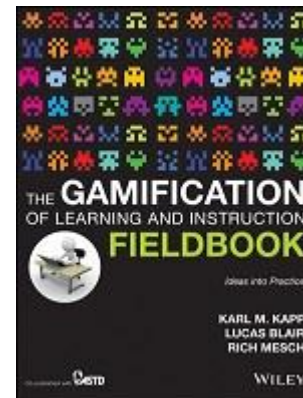
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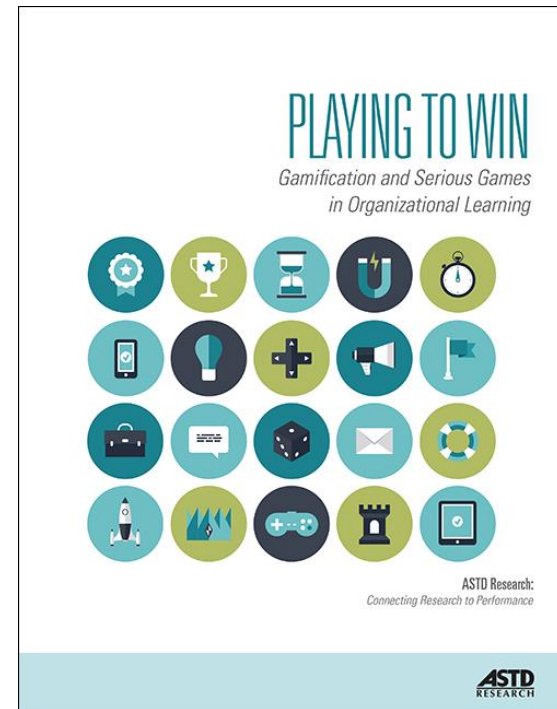
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- 551 respondents
- Combination of national, multi-national and global companies
- Most have primary responsibility for org. learning
- Published March 2014







## GAMIFICATION

is the integration of game characteristics and mechanics into a real-world training program or task to promote change in behavior. Gamification is often used to motivate and engage people.

## SERIOUS GAMES

are simulations that have added elements of games such as story, goals, feedback, and play.

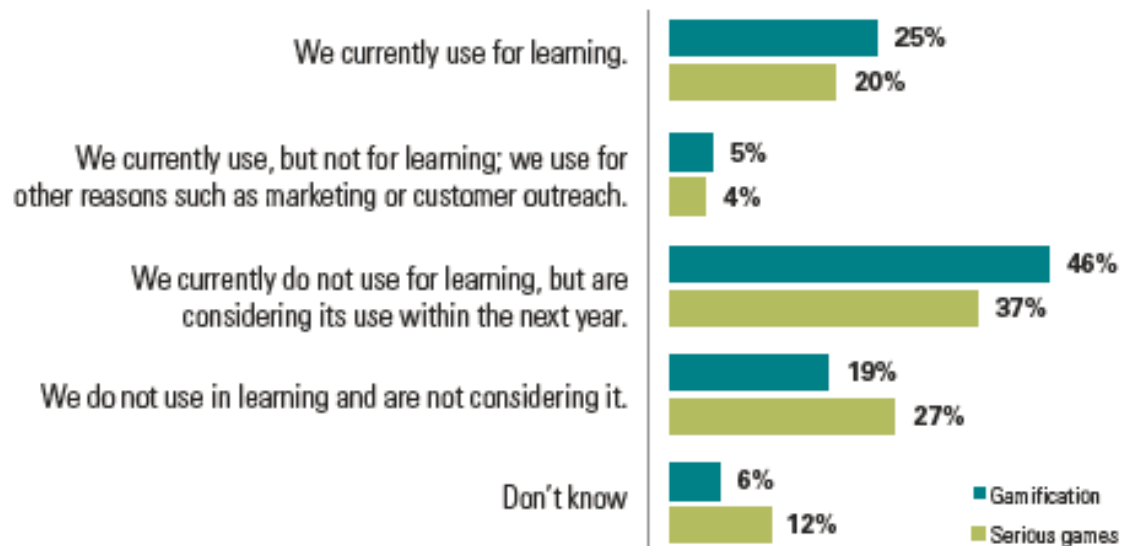




**FIGURE 5:**

## LEARNING FUNCTIONS USING GAMIFICATION OR SERIOUS GAMES ARE IN THE MINORITY

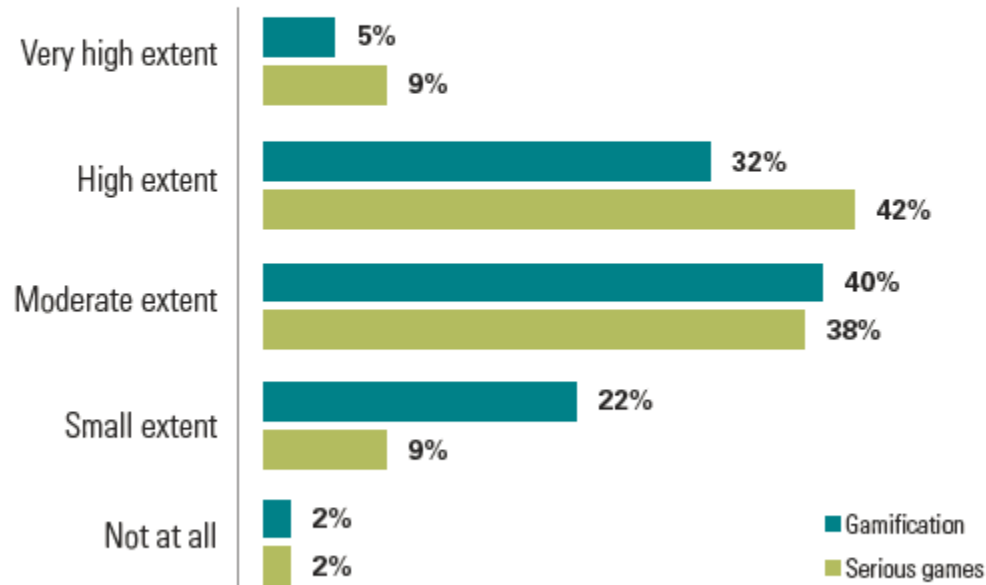
Which of the following describes your organization's use of gamification and serious games?



**FIGURE 6:**

## USERS SAY GAMIFICATION AND SERIOUS GAMES FOR LEARNING ARE EFFECTIVE

Overall, how do you rate the effectiveness of your organization's learning programs used for gamification and serious games?



Anticipated benefits of implementing gamification and serious games in organizational learning:

**Enhanced employee engagement in learning**

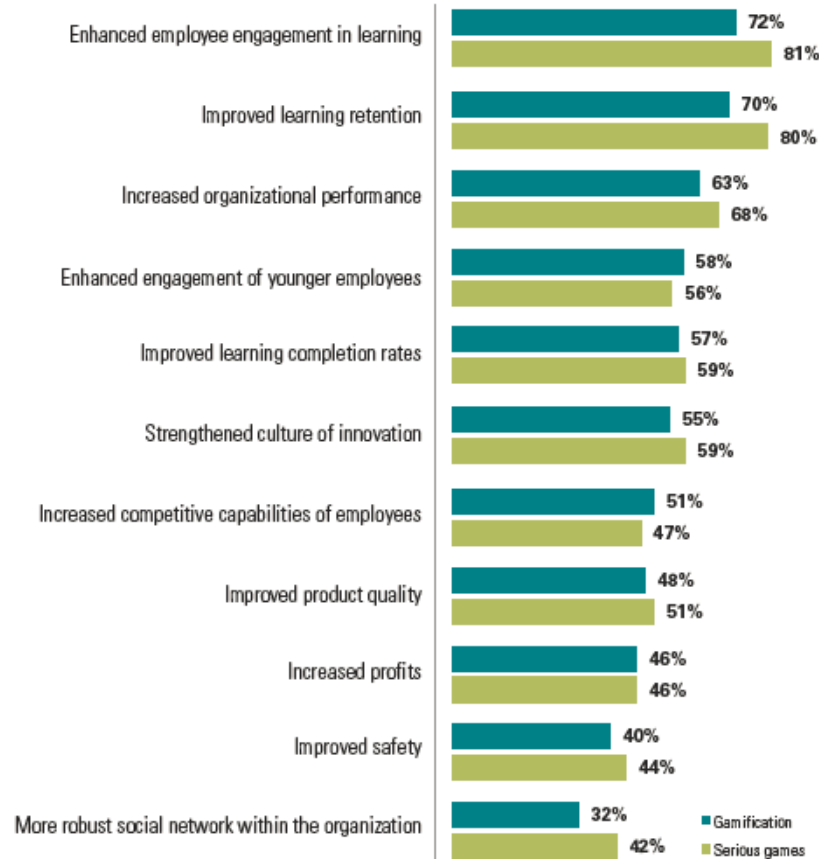
**Improved learning retention**

**Increased organizational performance**

**FIGURE 7:**

## ENGAGING EMPLOYEES IN LEARNING IS THE MOST SOUGHT-AFTER BENEFIT OF BOTH GAMIFICATION AND SERIOUS GAMES

To what extent do you seek the following benefits by using learning gamification and serious games in your organization?

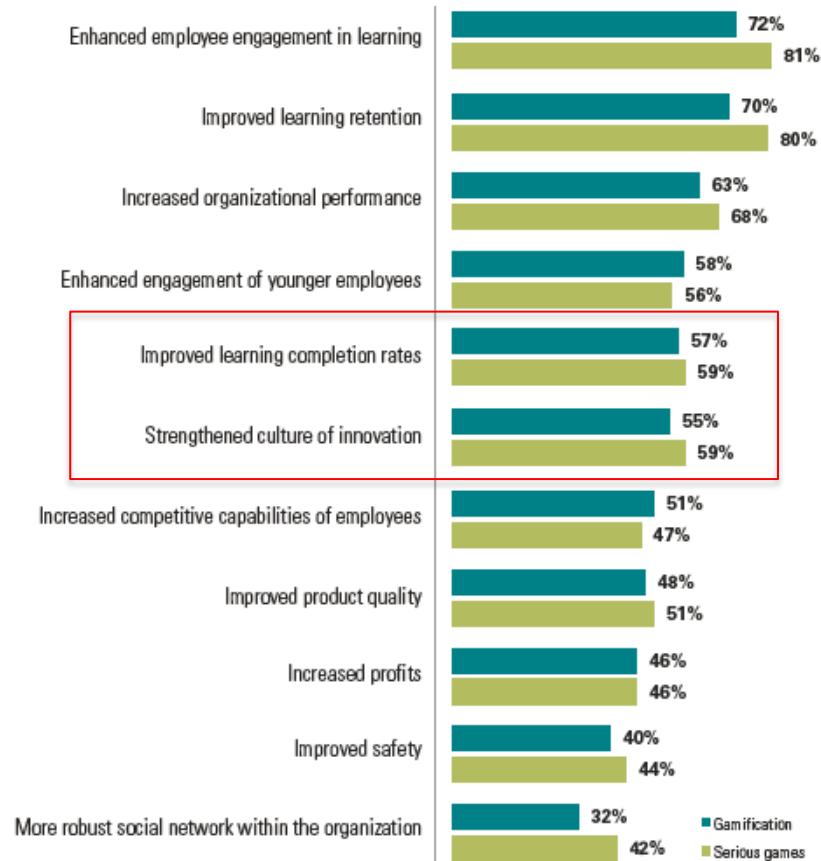


*Percentage of respondents reporting "high extent" or "very high extent."*

**FIGURE 7:**

**ENGAGING EMPLOYEES IN LEARNING IS THE MOST SOUGHT-AFTER BENEFIT OF BOTH GAMIFICATION AND SERIOUS GAMES**

To what extent do you seek the following benefits by using learning gamification and serious games in your organization?



*Percentage of respondents reporting "high extent" or "very high extent."*

**For which of the following learning and development initiatives does your organization currently use gamification?**





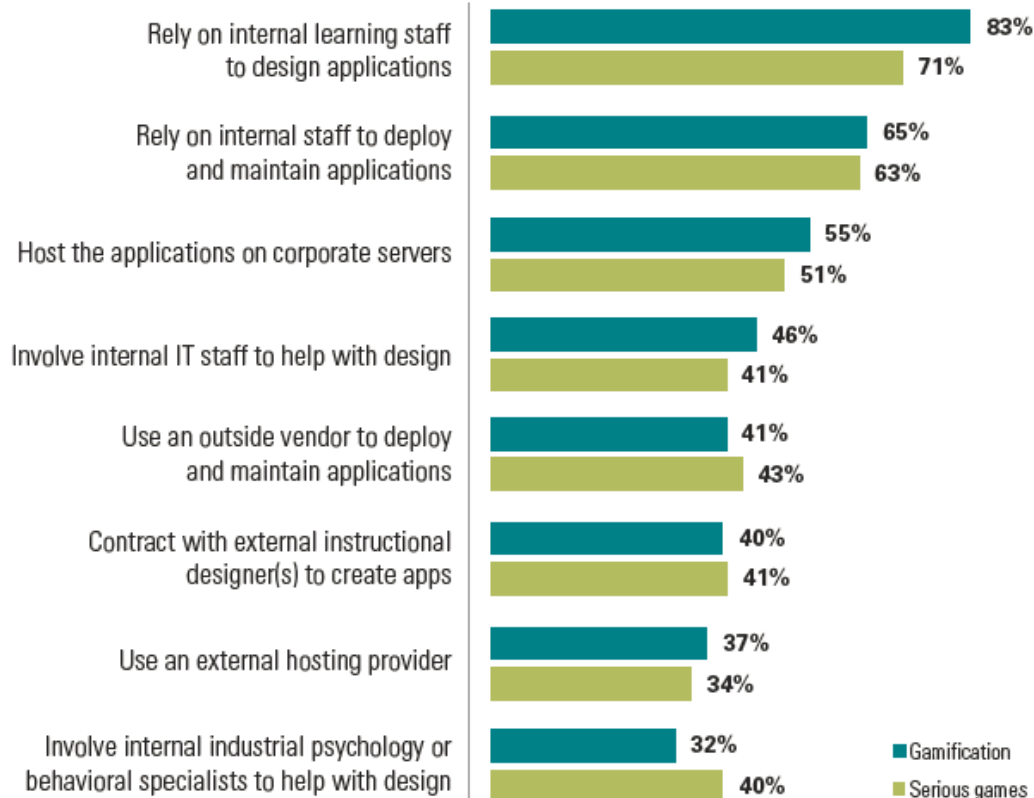
**For which of the following learning and development initiatives does your organization currently use serious games?**



**FIGURE 14:**

## ORGANIZATIONS PREFER TO DESIGN GAMIFICATION AND SERIOUS GAMES INTERNALLY

Regarding learning applications for gamification and serious games, does your organization take the following actions?



# Benefits of External Vendor

- Tested design and features.
- Crowdsourcing of product features.
- Focus can be on learning, not designing the gamification experience.
- Vendors have the necessary IT and design resources.
- Many gamification solutions are turnkey with little customization needed.

Is internal design the best approach?

Careful not to jump into graphics before constructing a solid gamification-type platform.

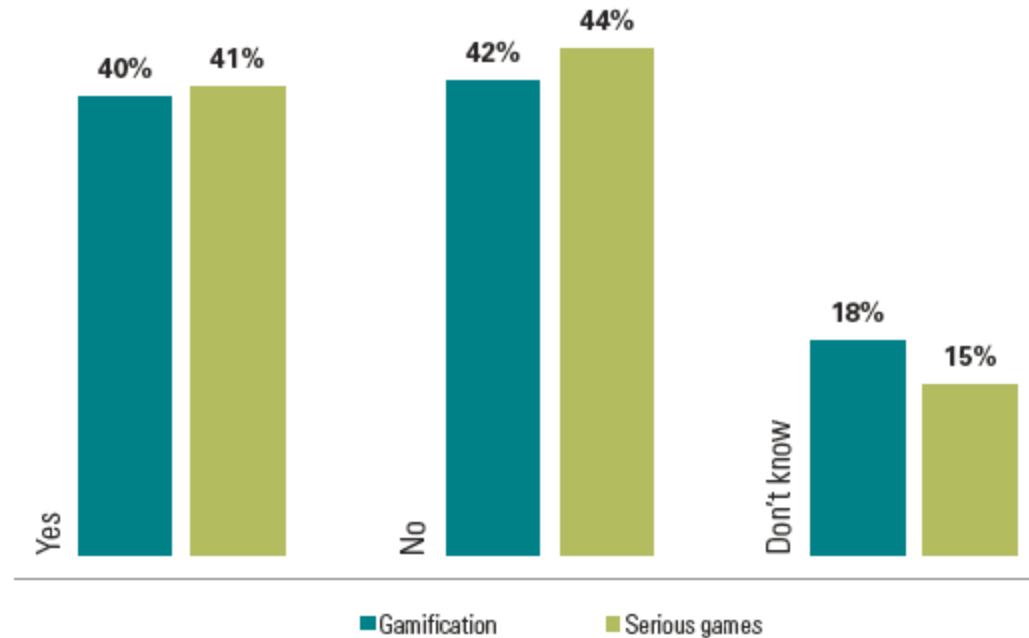
Game design is a complex undertaking



**FIGURE 15:**

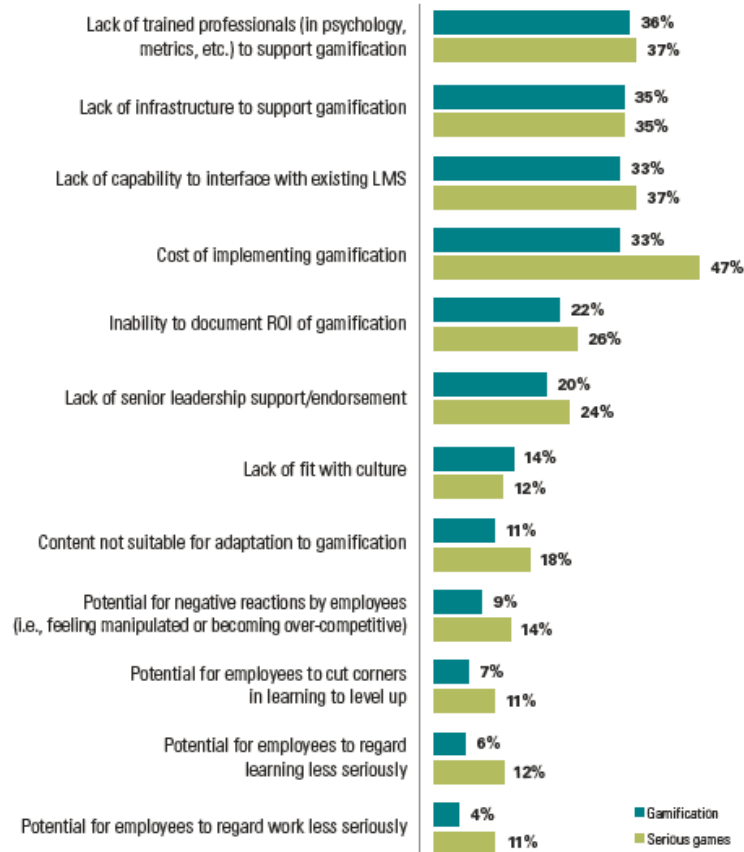
## LEARNING LEADERS BUDGET FOR GAMIFICATION AND SERIOUS GAMES

Does your organization have a budget allocated for gamification and/or serious games?



**FIGURE 16:** PRACTICAL CONCERNS TOP LEARNING LEADERS' LISTS OF BARRIERS TO GAMIFICATION AND SERIOUS GAMES USE

To what extent do you consider the following barriers to learning gamification and serious games in your organization?

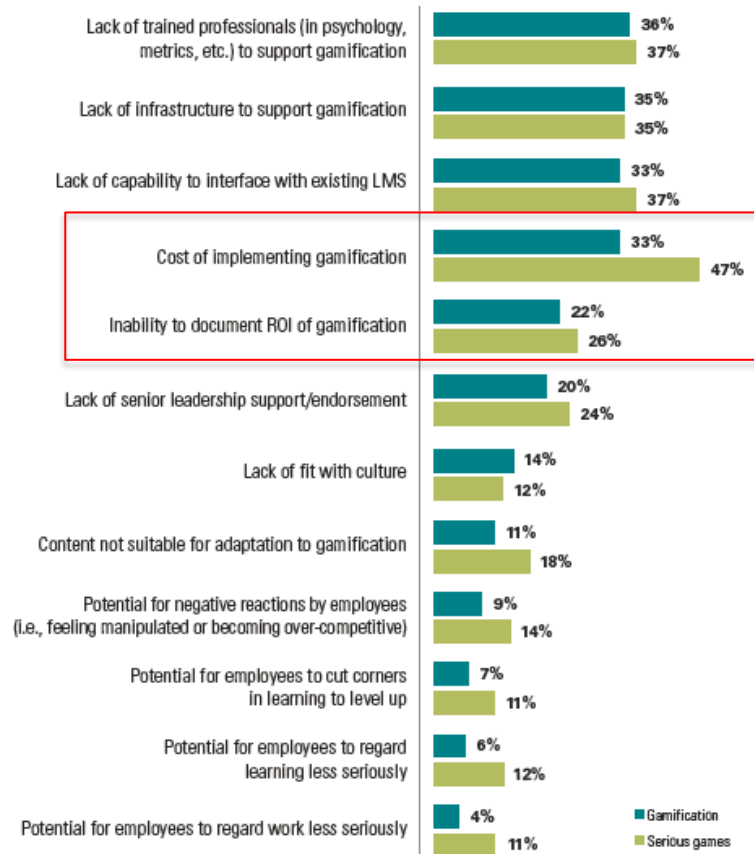


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# Predicting the Future

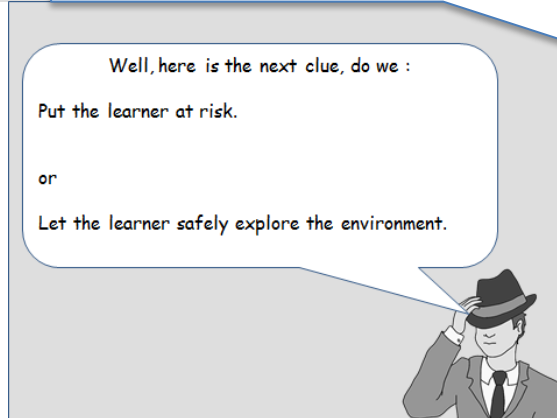
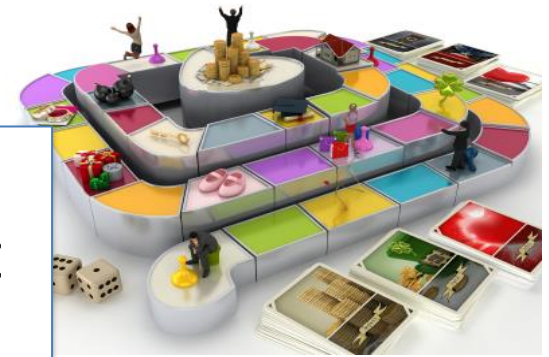
Are gamification and serious games here to stay in organizational learning?



# Gamification—Here to Stay!



Game design is about engagement first, content second.

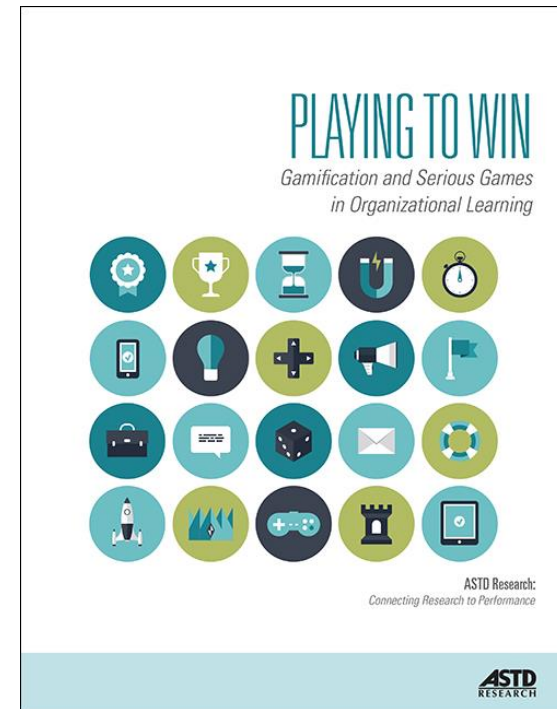


- Identify appropriate content and goals
- Take design seriously
- Provide excellent content
- Start small
- Measure results

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