

A Toolbox Tutorial



Strategic Gamification

A Comprehensive Guide to Achieving Business Objectives



Participant Journal

Measuring What Matters – A Focus on Priorities

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LEARNING OUTCOMES

- **Identify** and differentiate between the fundamental concepts of goals and objectives within the gamification context, allowing for strategic planning and clearer decision-making processes.
- **Apply** gamification principles through hands-on learning experiences, using real-world case studies and practical exercises to understand how to engage and motivate a workforce effectively.
- **Develop** proficiency in selecting and utilizing SMART Goals, Key Performance Indicators (KPIs), or Objectives and Key Results (OKRs) to measure the success and effectiveness of gamified strategies within a business environment.
- **Craft** tailored gamification strategies using a comprehensive understanding of game mechanics to meet specific business needs, driving growth and fostering employee engagement.
- **Synthesize** insights from interactive lessons to design, implement, and evaluate gamified elements in business settings, thereby enhancing both employee performance and customer experiences.

What is your “Why?”

The purpose of identifying your *Why*, and writing corresponding goals and objectives is to ensure that learning is focused and can be objectively measured. Remember, Starting your gamification journey without knowing your overall business objectives will take you on a road to nowhere. Get agreement on what the real business objectives are. Why are we playing?

There are several ways you can approach your gamification strategy:

- Compliance Approach
- Feedback Approach
- Education Approach

Try it Now

Write one concrete example on what the real business objectives are. Why are we playing?

What is Gamification?

Gamification is a way to turn a routine process into a game, like scoring points for specific successful actions, introducing competitions, ratings, difficulty levels, and so on. The purpose of these gamification strategies is to increase the involvement of participants and motivate them to achieve goals.

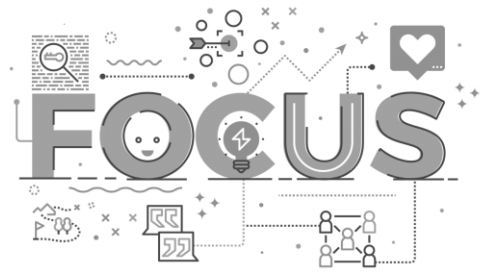
Try it Now

Share one word that sums up your feelings about gamification. (One thing you've learned, one word that summarizes how you feel, or one thing you aren't sure about.)

Gamification is **motivational design**; it is the use of game elements, and game mechanics, in a non-game context.

Ideas on Business Objectives

Gamification can achieve multiple objectives for businesses, including employee satisfaction, an increase in innovation, skills development and changing behaviors. These solutions are typically applied to three audiences: customers, employees, or any community of interest.



Profitability: Maintaining profitability means making sure that revenue stays ahead of the costs of doing business. Focus on controlling costs in both production and operations while maintaining the profit margin on products sold.

Productivity: Employee training, equipment maintenance, and new equipment purchases all go into company productivity. Your objective should be to provide all of the resources your employees need to remain as productive as possible.

Customer Service: Good customer service helps you retain clients and generate repeat revenue. Keeping your customers happy should be a primary objective of your organization.

Employee Retention: Employee turnover costs you money in lost productivity and the costs associated with recruiting, which include employment advertising and paying placement agencies. Maintaining a productive and positive employee environment improves retention.

Core Values: Your company mission statement is a description of the core values of your company. It is a summary of the beliefs your company holds in regard to customer interaction, responsibility to the community and employee satisfaction. The company's core values become the objectives necessary to create a positive corporate culture.

Growth: Growth is planned based on historical data and future projections. Growth requires the careful use of company resources such as finances and personnel.

Maintain Financing: Even a company with good cash flow needs financing contacts in the event that capital is needed to expand the organization. Maintaining your ability to finance operations means that you can prepare for long-term projects and address short-term needs such as payroll and accounts payable.

Change Management: Change management is the process of preparing your organization for growth and creating processes that effectively deal with a developing marketplace. The objective of change management is to create a dynamic organization that is prepared to meet the challenges of your industry.

Marketing: Marketing is more than creating advertising and getting customer input on product changes. It is understanding consumer buying trends, being able to anticipate product distribution needs and developing business partnerships that help your organization to improve market share.

Competitive Analysis: A comprehensive analysis of the activities of the competition should be an ongoing business objective for your organization. Understanding where your products rank in the marketplace helps you to better determine how to improve your standing among consumers and improve your revenue.