

# Level 1 Gamification Surveyor - Course Objectives

**The ONLY Gamification Certification that can earn you recertification credits with SHRM and ATD\*.**

This hands-on workshop takes you through the 5-step process of gamifying a corporate training or adult learning program. By following the 5-step plan, you are essentially assured a successful outcome.

Game mechanics such as points, levels, challenges, rewards, chance, collaboration, scarcity, time limits, and leaderboards are directly linked to the human desires of achievement, status, self-expression, competition, and altruism. These mechanics (and more) provide an ideal adult learning environment as learners practice their skills, get immediate feedback on their progress, earn recognition, and build confidence in their ability to overcome a challenge.



**In this 6-contact hour certification program** you will use an L&D case study as you overlay the 5-step Game the System™ model for gamification learning design, gather data, and participate in creative, problem-solving, and assessment activities.

- **Define Business Objectives... The Fundamentals of Fun!** - Define your measurable business objectives and determine how gamification will help you to achieve your objectives
- **It's Story Time - Create an Epic Adventure** - Frame and wrap your quest in a spellbinding story to create your "magic circle" of engagement and a narrative thread that pulls through the entire game
- **Design Variety into Your Activities** - Create the right mix of ingredients in your learning activities to allow the participants to acquire knowledge and skill, rather than merely receive and memorize information
- **Add the Game Design and Mechanics** - Identify the game elements you will use (points, badges, leaderboards, etc.) and implement game mechanics to motivate your players
- **Tally up the Aesthetics So They Wanna Play!** - Create an overall design that appeals to different senses and tie everything back to the other four levels, especially the business objectives

## FAQs:

### **What does it cost to be certified as a Gamification Surveyor (Level 1)?**

To be certified as a Gamification Surveyor (Level 1) your tuition is \$397 which includes the virtual course and all materials.

### **What are the dates of virtual sessions?**

January 14 and 21, 2022

### **What are the times of virtual sessions?**

10:00 a.m. – 2:00 p.m. Central Standard Time on both days.

### **What happens if you miss a session?**

All sessions are recorded and available for download to watch at your convenience with 24 hours of the live session.

### **What is the approximate time commitment?**

For each session listed above – 1 hour online; 1-hour independent study.

### **What materials are provided?**

Pirate Tales Treasure Map, Sententia Gamification Starter Card Deck, Case Study, Templates, *Totally Awesome Training* eBook.

### **What is the method of instruction?**

Virtual Sessions with Gamification Master Craftsmen, gamified learning platform, group discussions and chats, videos, white papers, and other ancillary tools.

# Workshop Schedule

## Session 1

### Onboarding: Prepare to Set Sail

- Identify “What is Gamification?” (and what it is not)
- Review the 5 Levels of the Game the System™ Treasure Map to explore your upcoming journey
- Experience the BLUErabbit platform and create your player profile
- Complete the “Legend” Activity for the Captains Log
- Communicate why you are gamifying this project or process

### Introduce Level 1: Define Business

#### Objectives... The Fundamentals of Fun!

- Define your measurable business objectives
- Identify who is playing your game and what you want your players to do
- Classify the target behaviors that will help you reach your objectives
- Calculate the metrics (OKRs) you will use to measure these behaviors
- Determine how Gamification will help you to achieve your objectives

### Introduce Level 2: It's Story Time - Create an Epic Adventure

- Frame and wrap your quest in a spellbinding story
- Access public domain stories to find characters that you can use to build your storyline
- Experience Joseph Campbell's Monomyth, and Rory's Story Cubes – and how these tools can help you
- Weave allegories, analogies, metaphors, and stories to make the training stick – so that players remember facts and transfer skills to real world scenarios
- Create a narrative thread that pulls through the entire game
- Craft a compelling storyline using the 4 elements of a story: characters, plot, conflict, and resolution

## Session 2

### Review Levels 1 and 2 of the Pirate Tales Map

### Introduce Level 3: Design Variety into Your Learning Activities

- Create the right mix of ingredients in your learning activities to allow the participants to acquire knowledge and skill, rather than merely receive them
- Strategically place learning activities in the overall

sequence of events

- Build relevant, challenging, and fun activities so participants want to interact with the facilitator and each other
- Identify next steps that the participants need, should, or want to take after completing the activity
- Design activities to double-check that learning has occurred

### Introduce Level 4: Add the Game Design and Mechanics

- Identify game elements you will use (points, badges, leaderboards, etc.)
- Implement game mechanics to motivate your players
- Mix the appropriate amount of competition, collaboration, group and individual quests, challenges, and achievements to earn points, badges, and other rewards
- Give different kinds of feedback that will encourage the players continued action
- Deploy your system (Ex: no-tech, low-tech, additional programming on existing website, mobile devices, etc.)
- Pull together the talent you need on your team to implement your project

### Introduce Level 5: Tally up the Aesthetics So They Wanna Play!

### Conduct Gamification Design Audit

- Label the feelings and emotions you want your players to experience
- Construct a consistent, attractive - even charming and captivating - cohesiveness that ties the entire project together
- Create an overall design that appeals to different senses - touch, sight, and sound - using colors, designs, textures, and manipulatives
- Tie everything back to the other four levels, especially the business objectives
- Answer the question: Is it fun?

#### Game the System™

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[www.SententiaGamification.com](http://www.SententiaGamification.com)  
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The **ONLY** Gamification Certification that can earn you recertification credits with SHRM and ATD\*.

Gamification not only increases interest; it makes training **FUN!** The goal is to increase learning and engagement through key concepts found in game design and behavioral psychology. A well-designed, well-implemented gamification program promotes employee motivation, skill development, and the transfer of learning to the workplace. Upon completion of the Level 1 Certification the Gamification Surveyor will demonstrate an introductory understanding of all mechanics used to apply the Game the System™ gamification design strategy to an L&D program.

### **There are trainers and there are TRUE TALENT DEVELOPERS...**

Spend high-impact time with the Sententia Team--and Nick--as they take you on an adventure to become a better, higher-rated, and considerably more effective trainer, teacher, instructional designer, or human resource professional!

Sententia Gamification's Level 1 Certification is like no other online program you've ever attended. It is a complete immersion experience designed to leave you creatively inspired and technically masterful.

**For those reasons, this certification is reserved for those who are truly committed to mastery.**

The Sententia Gamification Certification is recognized as the premier standard for Talent Development Professionals. Holding a Certified Gamification Professional credential serves as a visible acknowledgement of your demonstrated mastery of core gamification principles and skills essential to the best practice of talent development. **Plus**, Sententia is the **ONLY** Gamification Certification that can earn you recertification credits with SHRM and ATD\*.

Whether you are a new or seasoned learning professional, this certification will help you to quickly learn how to adapt a gamification strategy for your programs. **NO CODING SKILLS REQUIRED!**

**BUT...** you do need to be prepared to come and play **FULL OUT** to **DRAMATICALLY IMPROVE** your L&D results and **SIGNIFICANTLY INCREASE** your credibility and influence.

For more info on Sententia Certifications please visit [www.sententiagamification.com](http://www.sententiagamification.com). Enrollment is limited - secure your spot today!

#### **Recertification Credits**

\*One Credit, PDC, or Point is awarded for each contact hour of continuing education that meet Recertification Guidelines. Please review Recertification Guidelines at <http://www.hrci.org/recertification>, <http://www.shrm.org/certification>, or [www.td.org/cplp](http://www.td.org/cplp) for more info.