

Gamification Apprentice 1-Day Certification

If you're like most people the term gamification is misunderstood, but gamification is simply about taking the psychology and motivation of games – fun, challenge, achievement – and applying it to real world, non-game situations. Gamification is 75% psychology and 25% technology. Learn how to deploy a gamification strategy in your learning and talent development programs using a proven 5-step process that takes you from design concept through implementation. **It's like getting a gold star for a good job... only better.**



In this hands-on and interactive program, you will learn the 5-step process of gamifying a learning or talent development program. Add the word “challenge” to any activity, and watch people become intrigued. In this hands-on, interactive session, you’ll experience first-hand how gamification design is used to create change within organizations.

You will use an L&D case study, tactical templates, and gamification strategy playing cards as you gather data and participate in creativity, problem-solving, and assessment activities. The goal is to increase learning and engagement through key concepts found in game design and behavioral psychology.

Learn how to use the Game the System™ Learning Map to chart your knowledge progress. Upon completion of this program, you are eligible to earn your Gamification Apprentice Badge which verifies that you have demonstrated an introductory understanding of all components used to apply this trademarked, strategic gamification design overlay to an L&D program.

What You’ll Learn

- ▶ Identify who will be playing your game (target audience), define your measurable business objectives and how gamification will help you to achieve your objectives
- ▶ Identify OKRs and use the SMART Goal Setting Plan to write measurable business objectives,
- ▶ Identify specific levers that can be pulled to influence key performance indicators (KPIs)
- ▶ Understand the basics of matching game mechanics to motivate your players to take action.
- ▶ Frame and wrap your quest in a spellbinding story to create a narrative thread that pulls through the entire program
- ▶ Use the Story Board Starter Shortcut to create an epic adventure of the gamification for your training program or initiative

- ▶ Build 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
- ▶ Determine the game elements you will use (points, badges, leaderboards, etc.) and implement game mechanics to motivate your players
- ▶ Create an overall design that appeals to different senses and tie everything back to the other levels of the learning map



Workshop Schedule

This program is for learning professionals who want to create and deliver programs with impact. Whether you are a trainer, instructional designer, or organizational development professional, if you are interested in making sure what you design or facilitate is focused on what matters, that your participants are engaged throughout the process, and that when they leave they are able and willing to do what it takes to apply what they have learned and experienced back at work effectively, this program is for you. **No coding skills are required.**

- ▶ **Module 1: Fundamentals are the Building Blocks of Fun**
 - Define what Gamification is and what it is not
 - Classify player types and the use of gamification mechanics to trigger actions
 - Define your measurable business objectives
 - Identify what you want your players to do
 - Calculate the metrics (KPIs) you will use to measure these behaviors
 - Determine how Gamification will help you to achieve your objectives
- ▶ **Module 2: Create an Epic Adventure**
 - Explore resources to find characters that you can use to build your storyline
 - Craft a compelling storyline using the 7 elements of a story
 - Weave allegories to make the training stick
 - Craft a compelling storyline using basic elements of a story: characters, plot, conflict, and resolution
- ▶ **Module 3: Design Variety into Your Learning Activities**
 - Build relevant, challenging, and fun activities so participants want to engage
 - Strategically place learning activities in the overall sequence of events
 - Weave activities together in a master sequence for overall effectiveness and retention
 - Design activities to double-check that learning has occurred
 - Create the right mix of ingredients in your learning activities to allow the participants to acquire knowledge and skill, rather than merely receive information.

- ▶ **Module 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
 - Assess how to 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

- ▶ **Module 5: Tally up the Aesthetics So They Want to Play!**
 - 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?

Why You Should Attend

The Sententia Gamification Certification is a Training Magazine award-winner and our programs are 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*.

- ▶ Gamification is becoming an incredibly successful industry, and organizations are seeking designers to help them explore the potential of gaming technology for talent development
- ▶ Discover how to create a fun, collaborative gamification experience to produce behavioral and attitudinal change in education, talent development, productivity, and even, quality of life
- ▶ Learn how gamification tackles challenging problems, captures measurement, behavior analysis, and engagement in ways that can provide a real-time understanding of performance
- ▶ Use gamification mechanics and motivators to generate needed change, and enable your organization to meet your business or learning objectives
- ▶ Map a practical method for approaching gamification in your organization



Every Participant Receives

- Game the System™ Treasure Map
- Game the System™ Strategy Playing Cards
- Totally Awesome Training Activity Guide – Put Gamification to Work for You eBook
- Gamification Surveyor Playbook
- Access to our fully gamified learning platform
- Action Plan
- Gamification Surveyor Digital Badge



At the conclusion of this program you will understand how to mix the appropriate amount of competition, collaboration, group and individual quests, challenges, and achievements to motivate participants. You will recognize best practices and write a specific action plan for implementing the proven gamification framework to achieve learning and overall business objectives.

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