GAMIFICATION QUEST PODCAST

GAMIFY AMAZON AI

MONICA CORNETTI WITH GUEST JIM PIECHOCKI

SENTENTIA
FUN: It's in your DNA!

A PUBLICATION OF SENTENTIA GAMIFICATION

EXECUTIVE SUMMARY

Jim trains the way the mind works: using broadcast-quality scenarios with continual surprises leading to moments of truth that stick. In the case of the project that is the topic of today's podcast, Jim woke up a dreadfully dull IT classification process training with a post-apocalyptic superhero story he had pitched years ago to Marvel about The Technicals, an alien race that takes over and outsources Earth. The gameplay: You must learn how to create a keyword class to rescue Amazon and save the planet.

ABOUT JIM

Jim is a member of a small but growing breed of ATD-licensed developers who start with the acting talent, the humor, the broadcast-quality imagery and entertainment value. He worked as a gag-writer for comic Tim Allen in Detroit, who taught him how to pare down physical comedy and dialog for maximum impact. His writing teachers Harlan Ellison and Walter Hill (The Terminator, 48 Hours) drilled into him the importance of getting it right in the first draft. Working on staff for Filmation on the He-Man and The Masters of the Universe cartoon TV series, he learned the writer actually directs the animation. And he has found that everything from Greek, Roman, Viking and Indian mythology, can provide ongoing inspiration for gamified learning.

THE NEED

Amazon had an onboarding process that was over 80 hours. It was repetitive and boring.

THE DESIGN PROCESS

I'll go in with a creative treatment. I'll start with a paragraph of what I want to do. I like to give them a choice. When you sell cars, you always start with the corvette. If it's too expensive, then you tone it down. That's the way I go into it.

For Amazon, I created the Technicals. I found cool stock video website with a cyberpunk look and feel. I recycled a marvel studio pitch I made called The Mason. I turned an IT software need into a keyword class saving the world from The Technicals.

2049 AD.

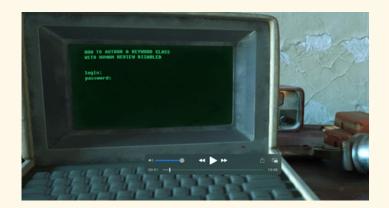From a distant galaxy came an invading race: THE TECHNICALS

Targeting Amazon as one of Earth's most advanced networks, The Technicals shut down all plants.
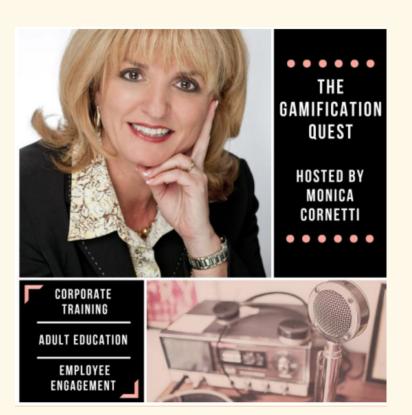
GAME PLAY

You must learn how to create a keyword to rescue Amazon and Save the Planet. You are up against The Technicals, an alien race that takes over and outsources Earth! It's based on a post-apocalyptic superhero story that Jim pitched to Marvel.

RESULTS

- Requested motion graphic all hands meeting opener
- (S11 play opener)
- Won logo contest branding CPP motion graphic (S12)
- Evaluations all 5s

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THE GAMIFICATION QUEST

HOSTED BY MONICA CORNETTI

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Hosted by Monica Cornetti, President of Sententia Gamification and Gamemaster of GamiCon. Monica's guests include L&D Professionals, Adult Educators, and Platform Providers who give you tips, tools, and techniques to add immediately to your training, talent development, leadership, and employee engagement toolbox.

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