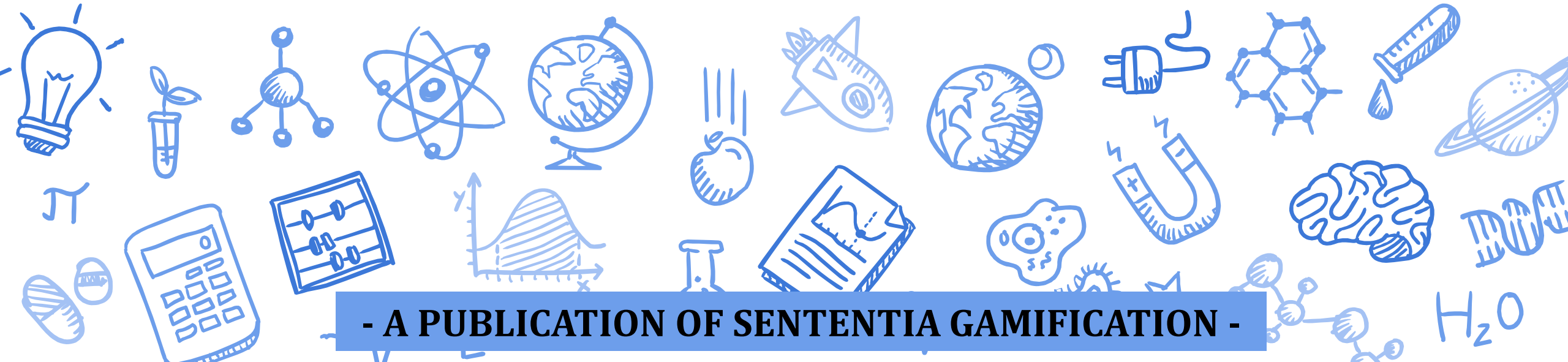
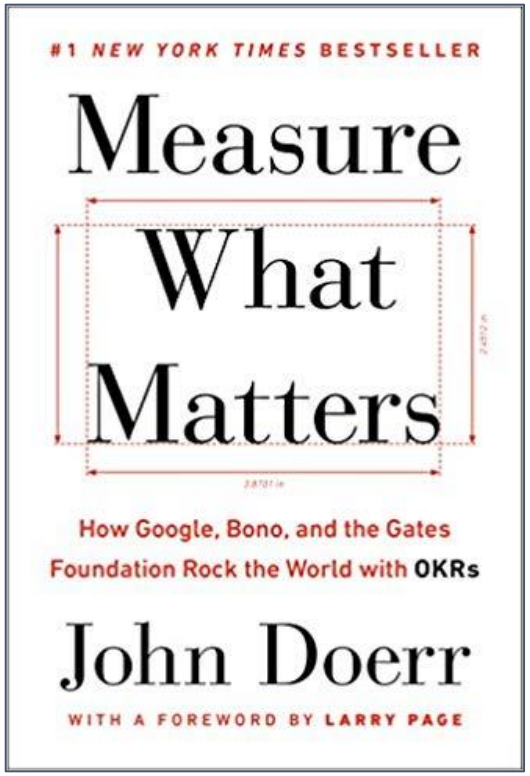
"RULE THE WORLD"

Created by Scott Provence

Winner of the 2019 GamiCon and
Training Magazine Award for
Excellence in No-Tech Gamification



- A PUBLICATION OF SENTENTIA GAMIFICATION -



The problem

A healthcare company needed to teach a new goal-setting framework to their employees.

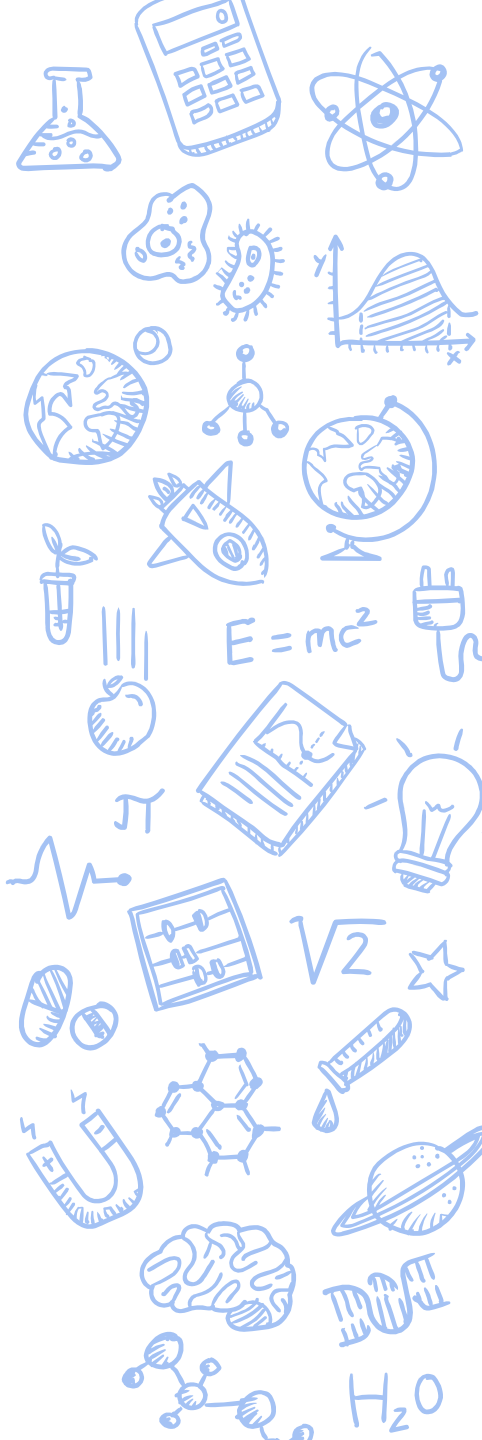
Historically, they only used **instructor-led classes**. But they were curious…

*Could a game-based training be **cheaper** and **more engaging**?*

In addition to LEARNING objectives…

- ✓ Prove gamification doesn't break the bank
- ✓ Keep satisfaction scores above 90%
- ✓ Get them to drink the Gamification Kool-Aid!

…oh, and still teach people how to write goals in a brand-new33 format.



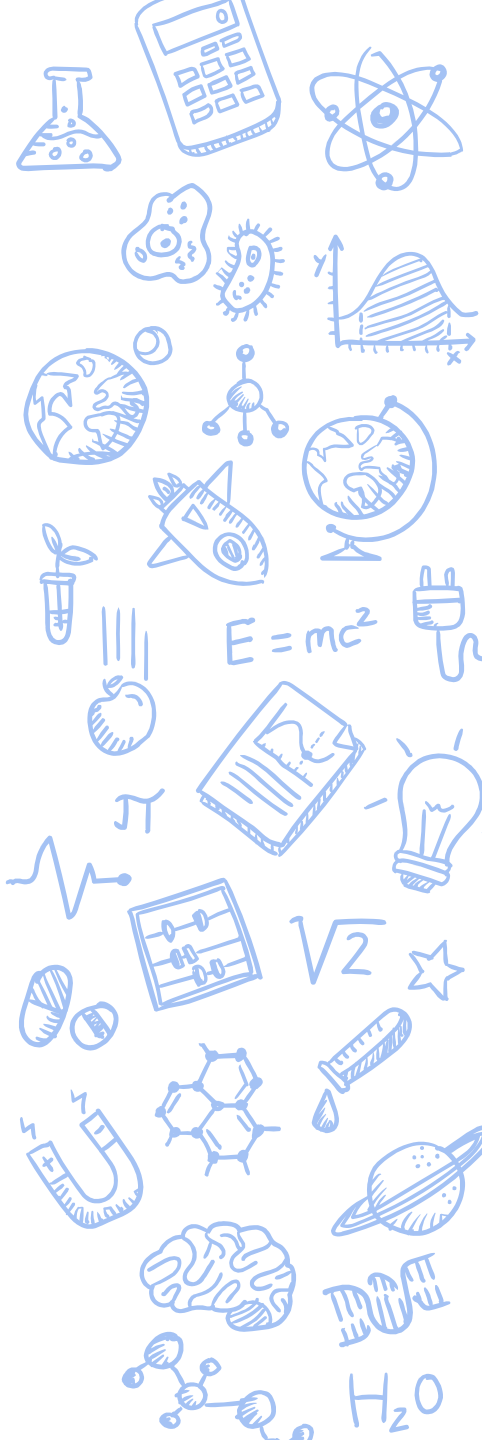
Goal-setting with OKRs

Objective +

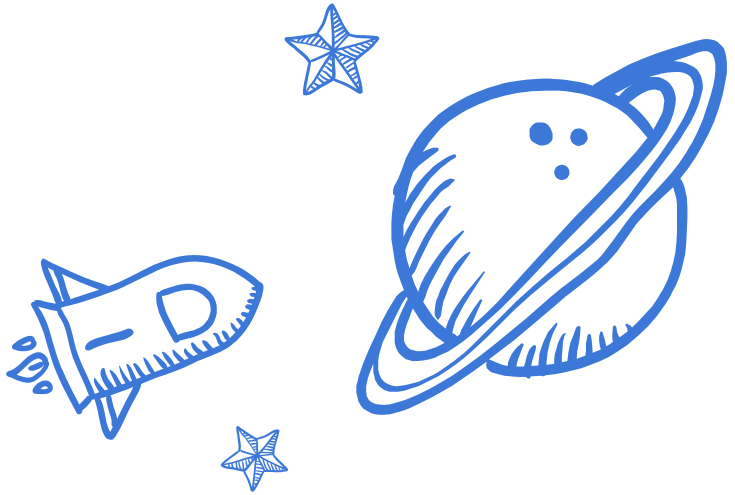
"Where do you want to go?"

Key Result

"How do you know you're getting there?"



I will delight my customers (Objective), as measured by getting 500 reviews (Key Result) and averaging 4.5 stars (Key Result).



Our solution

Develop a **card game prototype** within **20 hours**. Launch and compare against standard training methods.

Rule the World: The Game for Writing OKRs

The Story

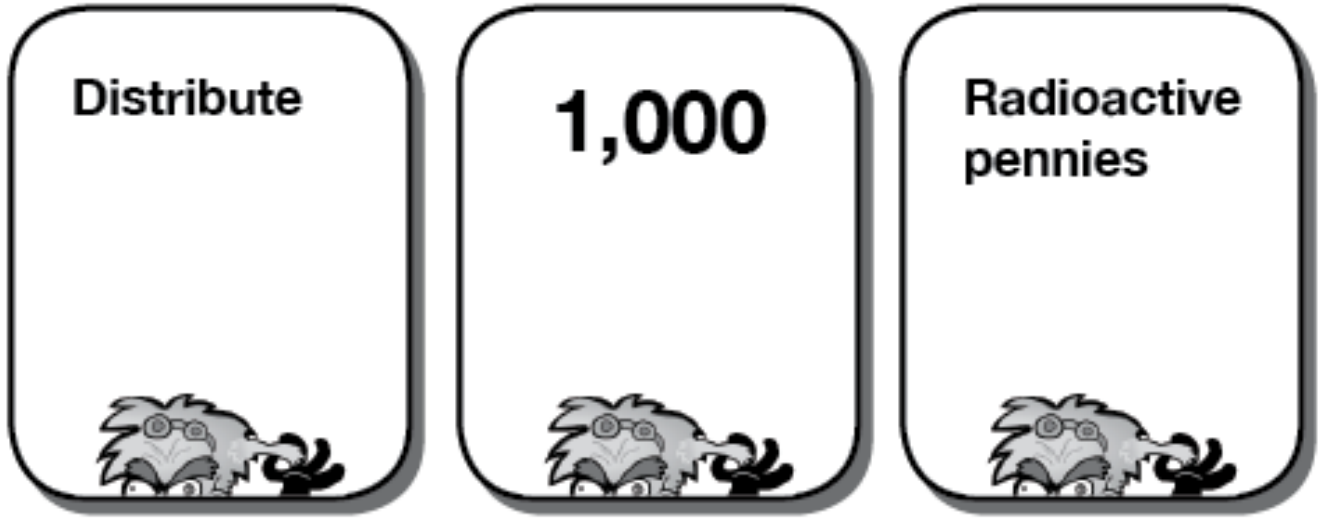
You're an ***evil genius*** trying to set a goal for global domination.

The Mechanics

Collect cards to form Key Result statements.

The Learning

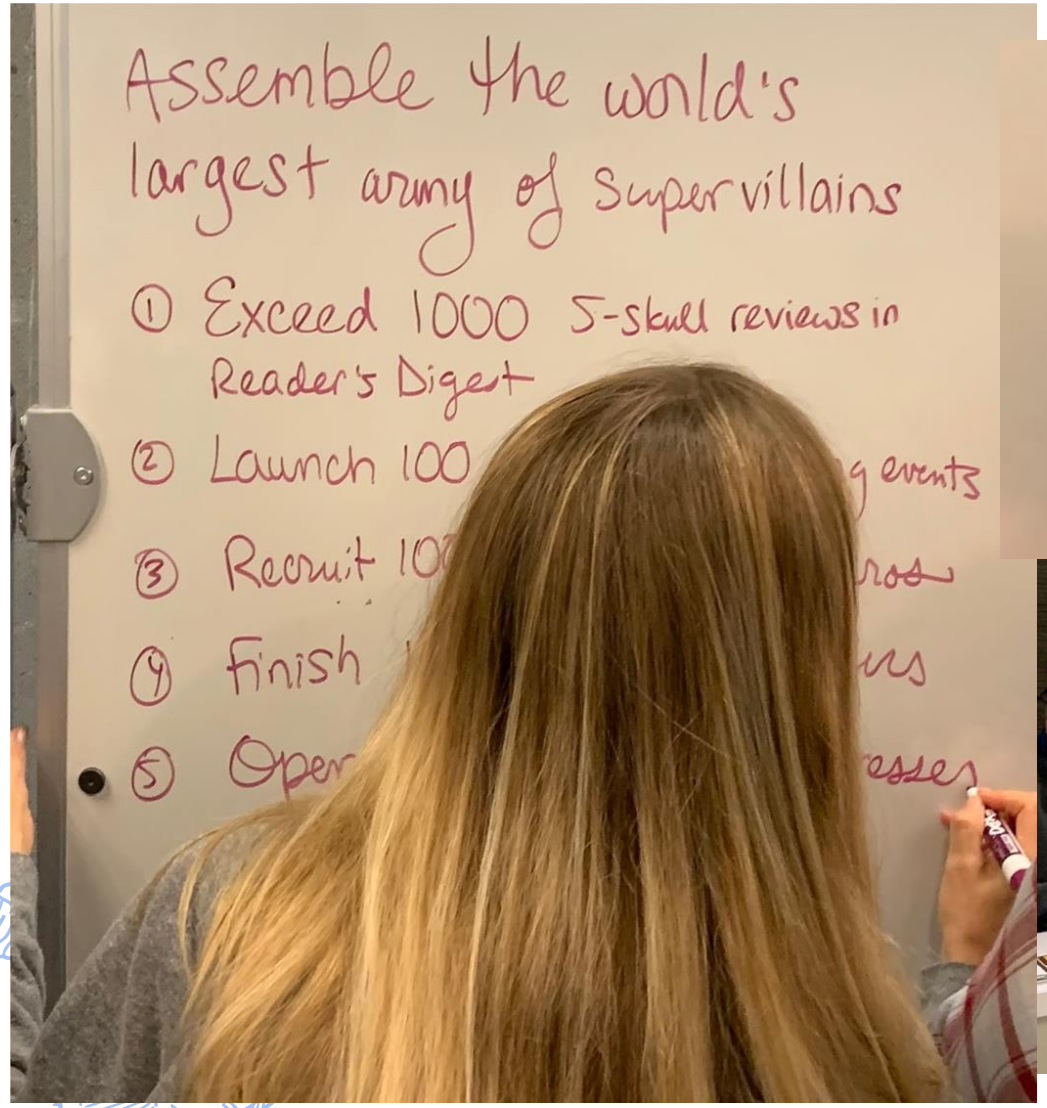
Write ***Key Results***; group them under ***Objectives***.



The Test

THE GAME FOR WRITING OKRs
RULE THE WORLD
Build
5
by for per +/-
of from month(s)
in range to st th
the on with accu
you can add any
of these words or s
before or after this
T-Rex(s) with extendable forearms
Select an area to co

The Test


Assemble the world's
largest army of Supervillains
① Exceed 1000 5-skull reviews in
Reader's Digest
② Launch 100
③ Recruit 10
④ Finish
⑤ Oper

THE GAME FOR
WRITING OKRs
RULE
THE
WORLD

The Results

	Survey Response Rate	Agreed Delivery Method Fit w/Content	Engaged with Content
Classroom Intro to OKRs (n=210)	21%	92%	94%
Card Game Intro to OKRs (n=31)	84%	90%	97%

microscopic chainsaw(s)

T-Rex(s) with extendable forearms

minion job offer(s)

43% less dev. time

35 hours for traditional class vs. **20 hours** for game

58% less class time

1 hour for traditional class vs. **25 minutes** for game

www.ScottProvence.com

- Testimonials
- Results & data
- Copies of the game

Slide template and icons provided by SlidesCarnival.

ABOUT SCOTT PROVENCE

Scott Provence is an Instructional Designer and Technical Writer who specializes in game-based trainings. His print, instructor-led, and web-based curricula have been delivered across the U.S. and Canada, in partnership with over 5,000 organizations. Most recently, he has designed trainings for sales and customer service staff who received multiple industry awards for their work.

Scott received an MA in English and an MFA in Creative Writing from the University of Washington, where he was a Nelson Bentley Fellow and Pushcart Prize nominee. In 2019, Scott won Training Magazine's award for Excellence in No-Tech or Low-Tech Gamification Design.

Scott enjoys working with teams at any stage and budget to create measurable and engaging training solutions.

Check out examples of his work, and receive free training resources, at www.scottprovence.com.

LinkedIn: https://www.linkedin.com/in/scottprovence

Level Up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.

Hosted by Monica Cornetti, CEO 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.

Put Gamification to work for you!
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Part 2: Bare Bones Storytelling Slide Deck

A Breakout Session from GamiCon19

GamiCon

Barebones Storytelling

How one game design principle can boost engagement and save you time

FUN: It's in Your DNA
Sententia Gamification

Training magazine's TechLearn Conference 2019

#gamicon2k19

Let’s learn how to

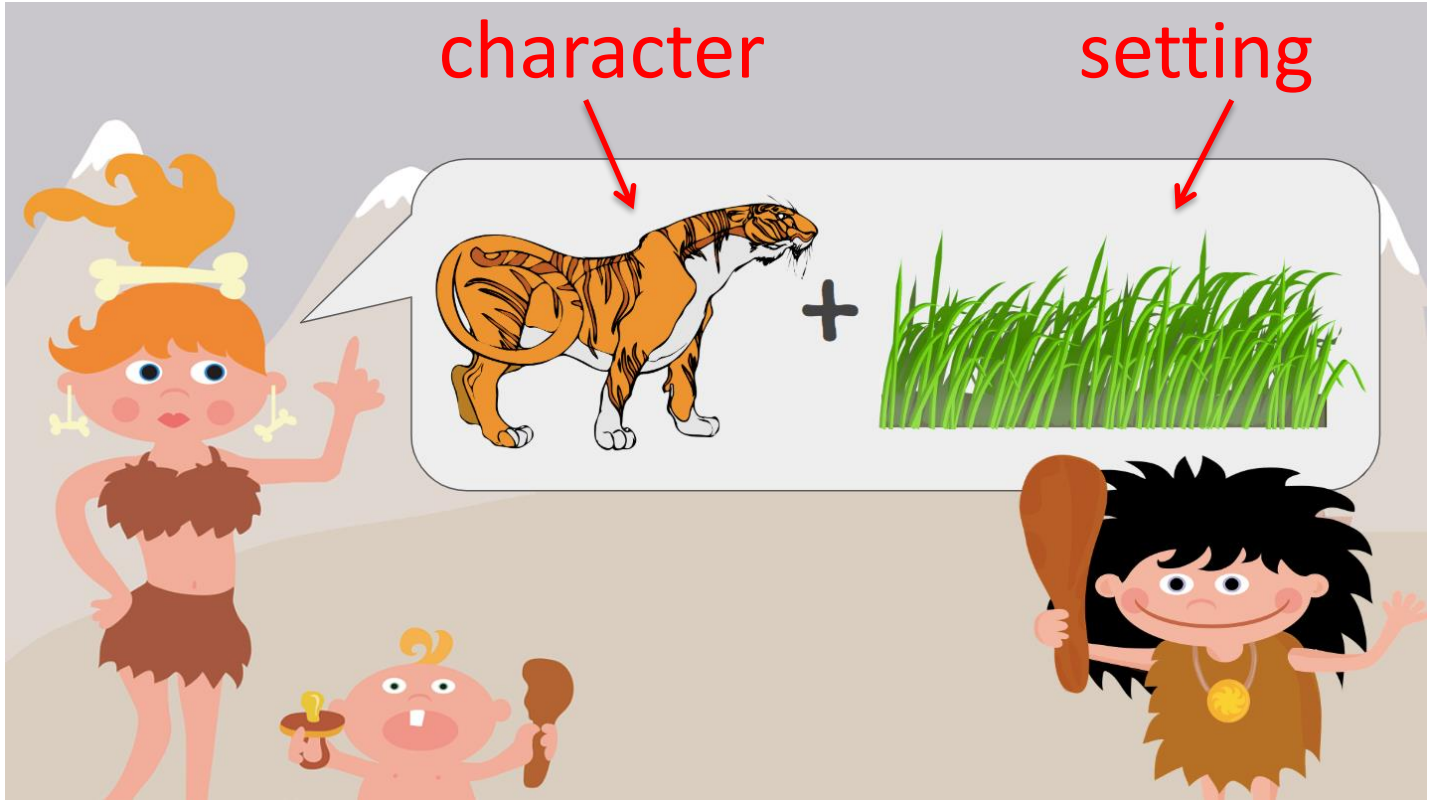
- Tap into learners’ narrative instincts
- Tell a story in six words or fewer
- Use a design principle of Gestalt Theory
- Make archetypes work for you

What's a "game"?

A framework for motivating someone to perform a specific action.

What's a "story"?

also ∨ A framework for motivating someone to perform a specific action.



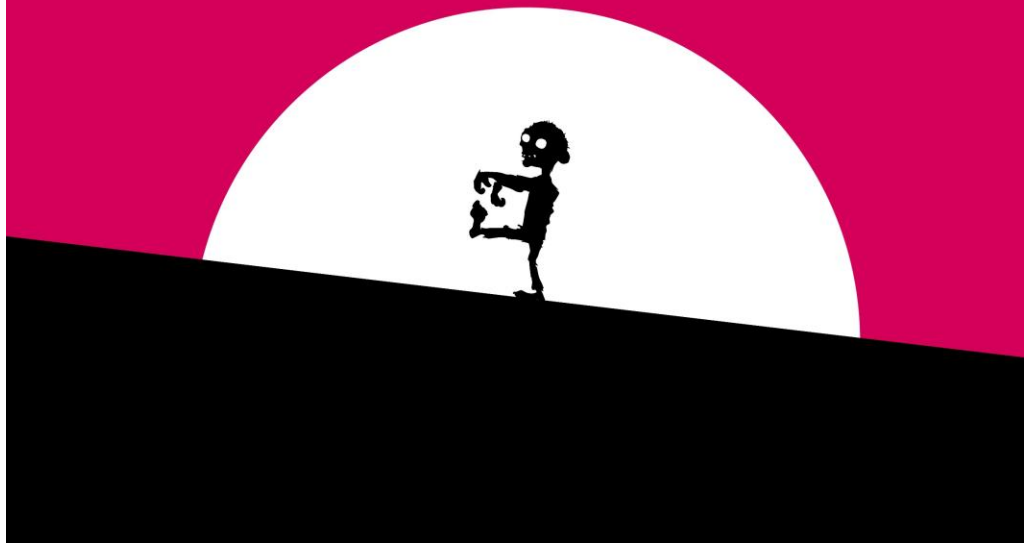
How quickly can you tell a story?

Show of hands.

Now prove it.

They buried him deep. Again.

- Joe R. Landsdale



Gestalt Theory:
Principle of “Closure”

Buried ⟷ Again

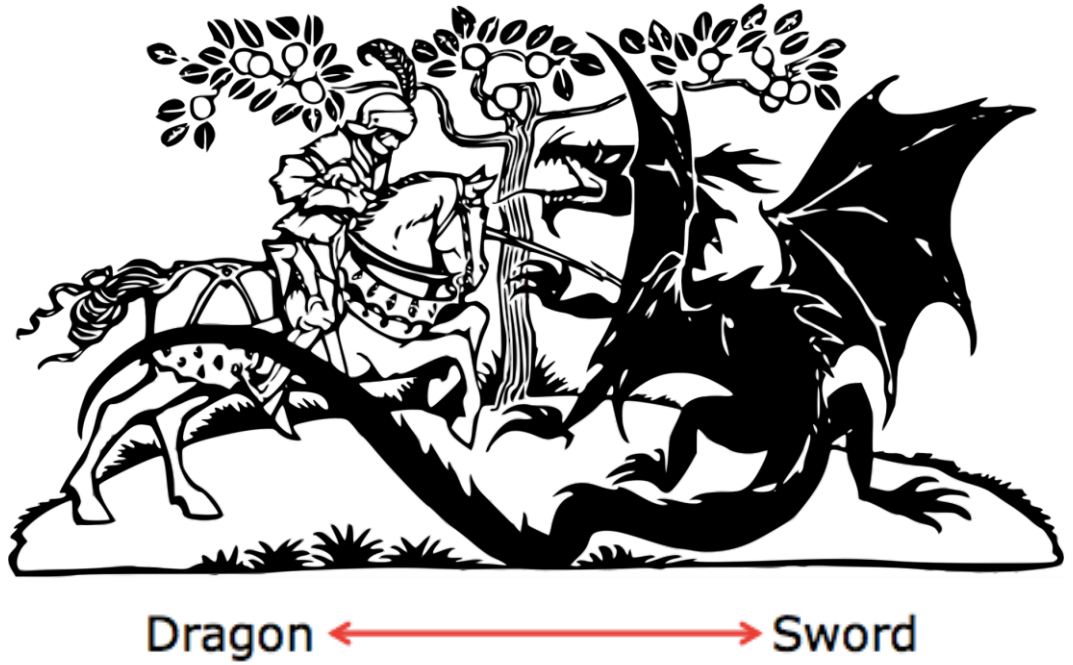
Dragon ⟷ Sword

Bridge ⟷ Countdown

Sob ⟷ Boss

The seven “barebones” plots

- Overcoming the Monster
- Rags to Riches
- The Quest
- Voyage and Return
- Comedy
- Tragedy
- Rebirth



Christopher Booker
The Seven Basic Plots

Spot the plot

- Overcoming the Monster
- Rags to Riches
- The Quest
- Voyage and Return
- Comedy
- Tragedy
- Rebirth

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Challenge #1

We’re gamifying a training on Information Security.

What can we call our points besides “points”?

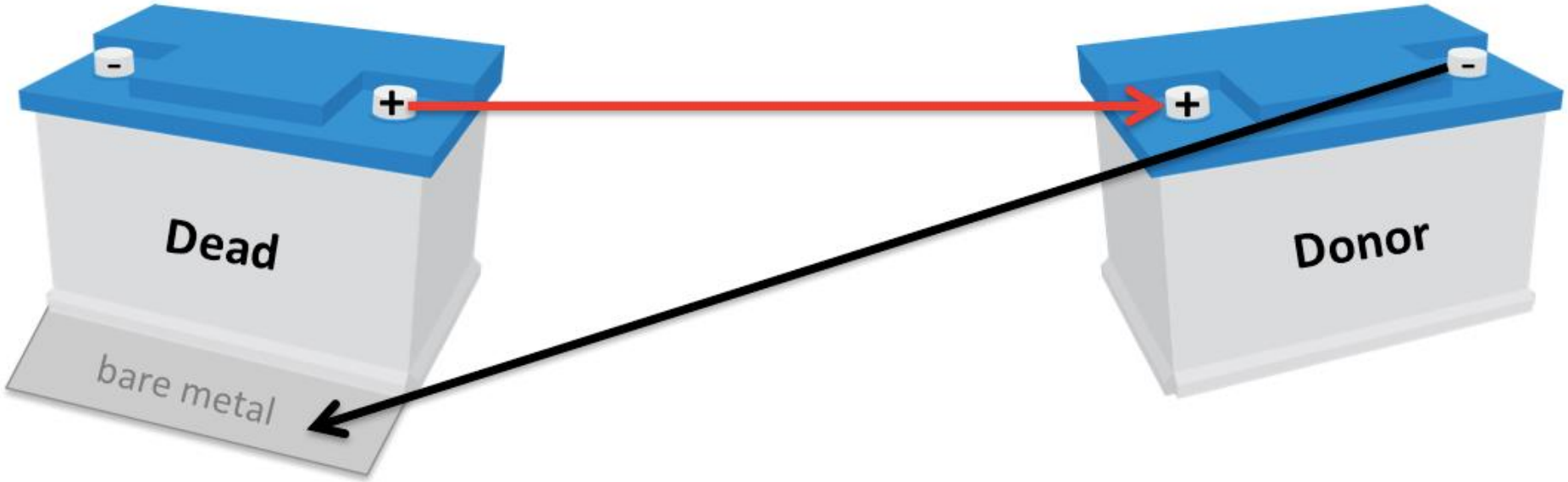
To Jump a Dead Battery

1. **Red** on dead +
2. **Red** on **donor +**
3. **Black** on **donor –**
4. **Black** on bare metal

Challenge #2

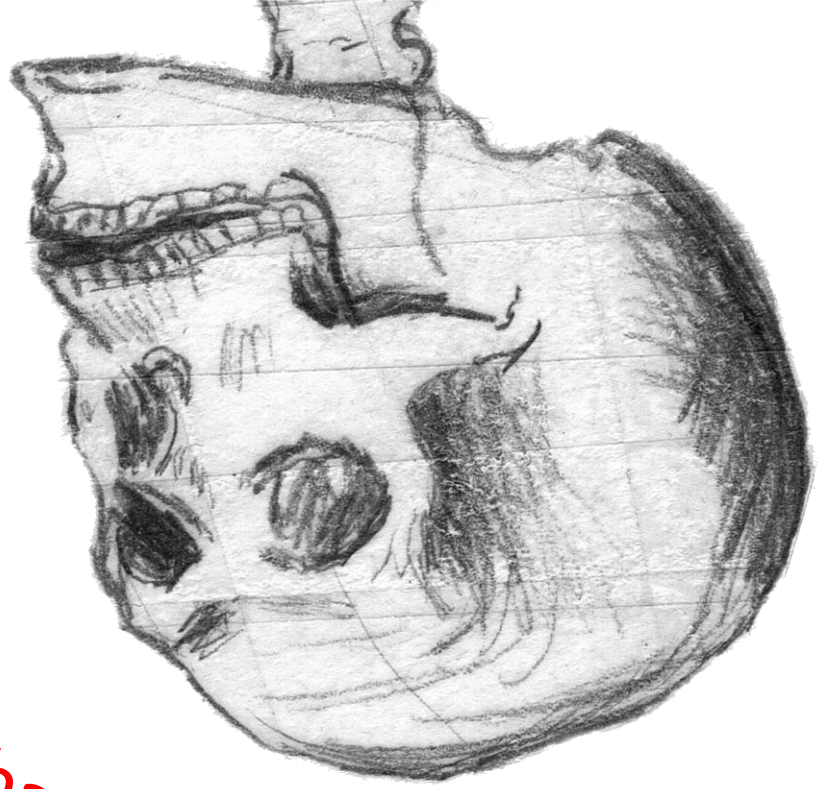
Teach people the four steps for attaching jumper cables.

Do it using a "Voyage and Return" story.



Summary

- Believe in our narrative instincts and ability to tell stories in few words
- Know people enjoy creating “closure”
- Do less work by leveraging archetypes



barebones storytelling

Thank you!

Questions? More Resources?

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www.scottprovence.com

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