

@monicacornetti
#gamification

GAMIFICATION FOR TALENT DEVELOPMENT:

**Deconstructing The
Psychology Of Games To
Entice, Engage, And
Encourage Learners**

WITH MONICA CORNETTI



What is **your level** of knowledge and experience with Gamification?



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

**AIN'T NO
STOPPIN'
ME NOW!
BADGE**





HELLO!

Monica Cornetti
@monicacornetti

Founder and President of Austin-
based Sententia Gamification
GamiCon GameMaster
Grammy

360 Training
Abbott Laboratories
Abudawood
Accenture
ADP
American Cancer Society
AmeriHealth Caritas
ATD
Audible.com
Amazon
Apple
AT&T
Augusta University
BCBS Florida
Bloomington Public Schools
BNSF Logistics
Boehringer-Ingelheim
Brown University
Brother International
Caliber Home Loans
Carolinas Health Care
Caterpillar
Citizens Bank
Colorado Springs Utilities
Country Financial
Customs and Border Protection
Dell
Direct Checks Unlimited
Duke University

eLearning Guild
First Republic Bank
Flik Lifestyles
FM Global
Get Fueled
Goodwill Industries
Greyhound
Growmark
Harvard University
Harley-Davidson Financial
Harte Hanks
Heartland Bank
Help Desk Institute
Hubspot
ICMI
Illinois Central College
Illinois State University
JB Hunt
Jobbing America
Legal Learning Network
Liberty Mutual Insurance
Mary Kay
MD Anderson
Metro Technology Centers
North Highland Consulting
Northwest University (RSA)
OK Dept. Mental Health and
Substance Abuse Services
Oncor

Peace Health
Pepsico
PWC
PYXERA Global
Queen Rania Foundation
Round Rock ISD
Samsung
SBDC
SegaTeam
Serious Play
Sprint
State Farm
State of Arizona
Stetson University
The CARA Group
The Help Desk Institute
The Hill at White Marsh
Texas A&M University
Texas State University
Training Magazine
TXDOT
United Airlines
University of Arkansas
University of Phoenix
University of Texas
Wells Fargo
Wal-Mart
Wilmington University
[Your Company Name Here](#)



Game the System™

A Learning & Design Adventure

Produced by Monica Cornetti
www.SententiaGames.com

Is it fun?

Prototype, Playtest, and Iterate

Tie every thing back to the other four levels

Create an overall design that appeals to different senses

Construct a cohesiveness that ties the project together

What emotions do you want your players to experience?

Pull Together your Implementation team

Level 5: Shipwreck Reef
Tally up the Aesthetics so They Wanna Play!

Ahoy Matey!

Level 4: Booty Cove
Add Game Design & Mechanics

How will you deploy your system?

Give feedback to encourage the players continued action

Mix competition, collaboration, challenges, and achievements

Apply game mechanics to motivate your players

Identify the game elements you will use

Double-check that learning has occurred

Identify next steps

Debrief each learning activity

Build relevant, challenging, and fun activities

Create the right mix of learning activities

Map the overall sequence of events

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Design Variety into Your Learning Activities

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It's Story Time...
Create an Epic Adventure

Pull a narrative thread through entire adventure

Weave allegories to make the training stick

Craft plot, characters, conflict, and resolution

Experience story writing tools

Access public domain stories

Frame your quest in a spellbinding story

How will gamification help you achieve objectives?

Calculate metrics to measure behaviors (KPIs)

What do you want your players to do?

Define measurable business objectives

Who will be playing your game?

Identify why you are gamifying this project

Level 1: The Lost Lagoon
Define Business Objectives
Fundamentals, the Building Blocks of Fun!



A CHALLENGE

How would your adult and corporate learning change if your training was optional?

If participants did NOT have to take your course?



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FUN!



@MeehanEDU | Egg Dash Challenge | <https://edrenalinerush.com/2019/03/22/eggdashchallenge/>



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COSMETIC

An OKR formula from John Doerr's "Measure What Matters"

Objectives

- ✓ Simply "WHAT" is to be achieved
- ✓ Significant, concrete, and action-oriented
- ✓ A Qualitative title or heading (a Strategic Theme)

We want to:

{Objective} as measured by this set of KRs:

- {1. Key Result}
- {2. Key Result}
- {3. Key Result}

Key Results

- ✓ They benchmark and monitor "HOW" we get to the objective
- ✓ KRs should be succinct, specific, and measurable. KRs typically include hard numbers

RULE THE WORLD

*The Game for
Writing OKRs*



The Story

Do you know why most evil geniuses never succeed? It's because they're terrible at setting goals. But you're different. You're an evil genius with purpose and a plan. And you've got an extra trick up your lab-coat sleeve...you know how to create, track, and evaluate goals. World domination is at your rubber-gloved finger tips. All you have to do is unscramble the thoughts in your head into the working parts of an effective goal statement: an **Objective**, followed by relevant, measurable **Key Results**.

Turn your scattered ideas into Objectives and Key Results ("OKRs"), and watch the world bend to your will!

How to Play

- 2-4 Players take turns drawing cards into their hand and trying to form *Key Result statements*.

A Key Result is made up of:



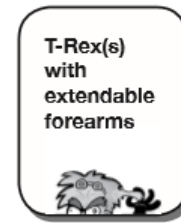
An action

+



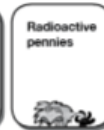
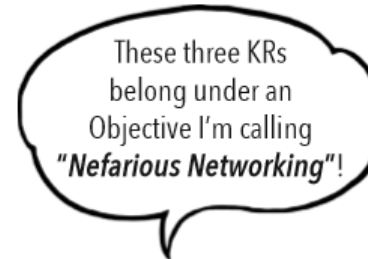
A number

+



A noun

- Lay down Key Result statements (KRs) in front of you.
- Whoever gets to 7 Key Results first, wins.
- The Catch:** Any player, at any point, can steal any Key Results on the table by uniting them under an Objective statement. If they can defend their Objective to the group, they win those KRs (must be a minimum of 3 KRs per Objective).



About “Rule the World”

Objectives and Key Results (OKRs) are goal-setting and communication tools used by many successful companies (including Google, Twitter, and Disney) to set ambitious, transparent, and measurable targets for teams and individuals. But for someone new to this framework, OKRs can be difficult to set correctly.

“Rule the World” is a fun, easy-to-play card game that teaches people how to craft OKRs. With 2-4 players and less than 30 minutes, you can take on the role of evil genius fighting for world domination. Perfect for team meetings, events, or off-sites, you can rule the world and learn how to set effective goals all in one afternoon!

Winner of 2019 Training Magazine Award for Excellence in No-Tech or Low-Tech Gamification Design

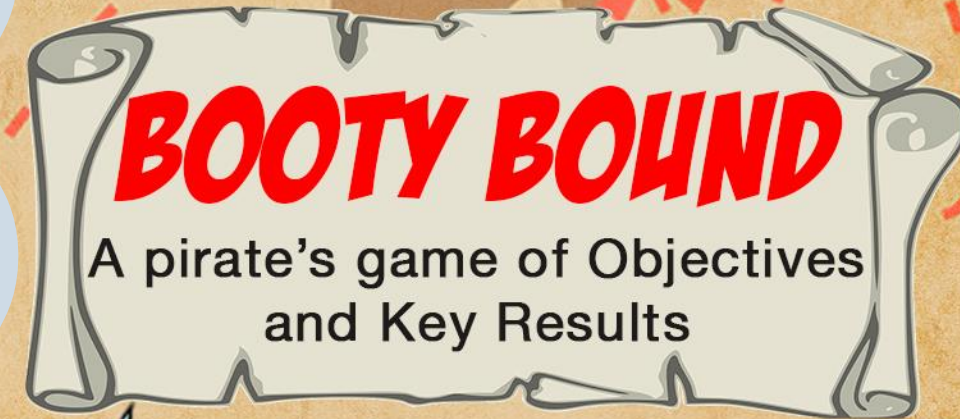


<https://www.scottprovence.com>

OBJECTIVES AND KEY RESULTS (OKRS)

Objective – **WHAT** is to be achieved

Key Results – Benchmark and monitor **HOW** we get to the objective.



KEY RESULTS

Decrease



An Action

+

100

by for per +/- < \$
of from month(s) > k
in range to st th = x
the on with accuracy %



A Number

+

**gunpowder trail(s)
leading to
Explosives Room**

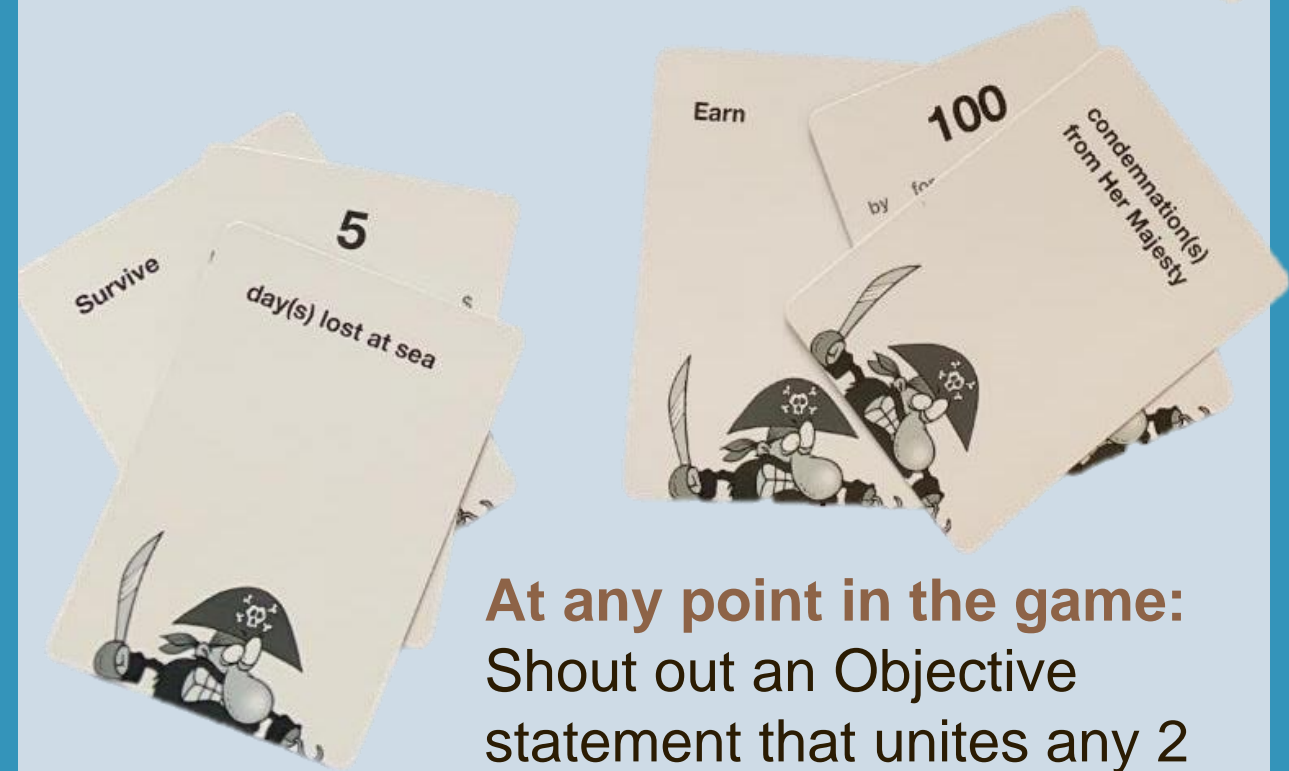


A Noun

Go 2-3 rounds of each player drawing one card of each:

- An Action
- A Number
- A Noun

Lay down Key Results statements in front of you.



At any point in the game:
Shout out an Objective statement that unites any 2 or more Key Results in your group.

To do this:
Shout “OK-Arrrrrrr!”
then state your Objective.

Order a deck of *Booty Bound OKR Cards* by contacting BigHead@SententiaGames.com



**SHOW ME
THE WAY
TO THE
COSMETICS
COUNTER
BADGE**

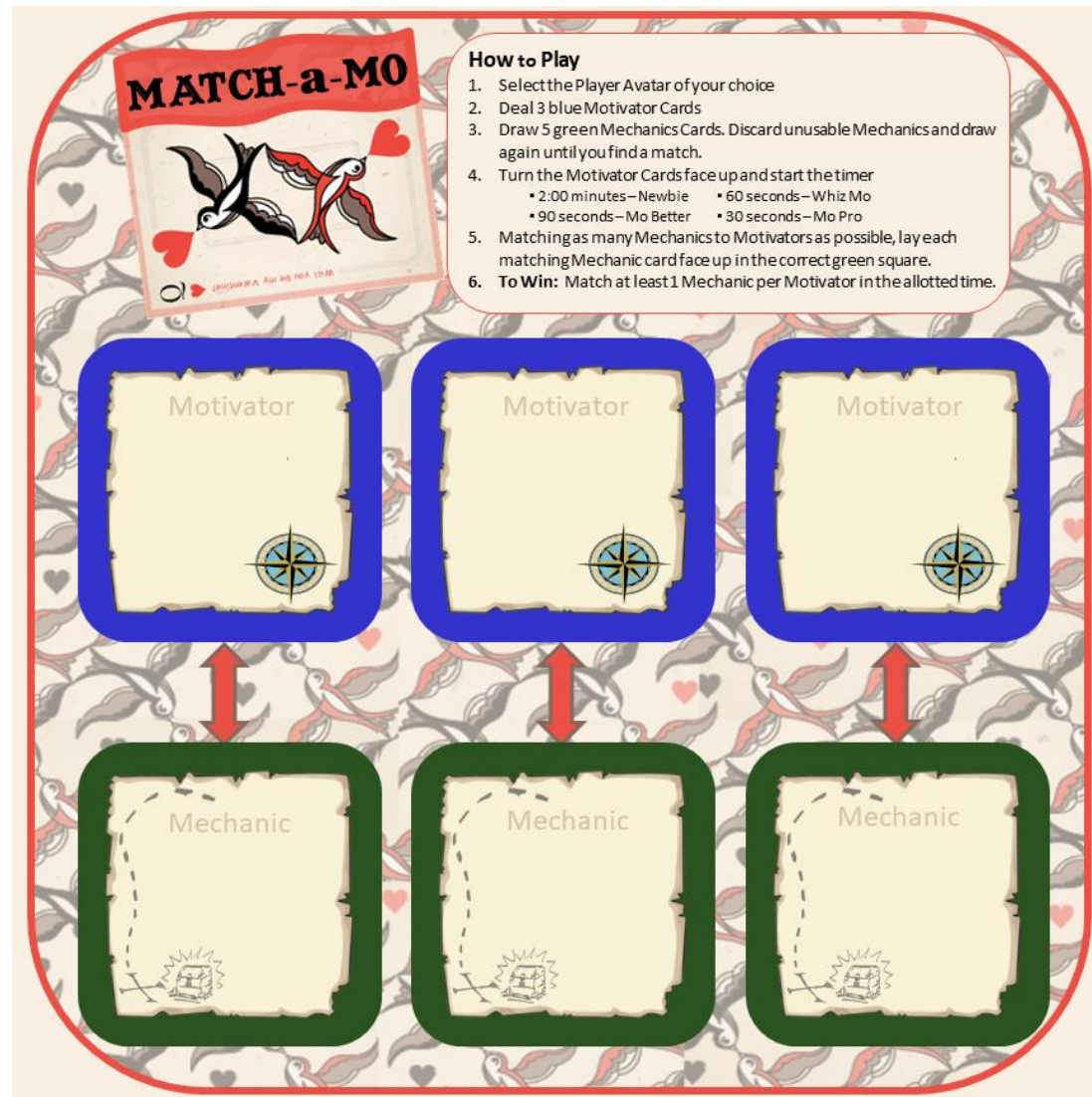




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ACCESSORY

LEARNER PERSONAS



www.SententiaGamification.com/match-a-mo

Download and Play



Charles



Irene



Lina



Brad

ACCEPTANCE

The desire to avoid failure and criticism



ADVENTURE (LOW TRANQUILITY)

The desire to explore and take risks



BEAUTY

The desire for aesthetically appealing experiences



APPOINTMENTS

Require the player to perform some action at a pre-determined time or place.



AVATAR

A visual representation of the player within the game, often customizable.



BACKTRACKING

When a player must return to a part of the game because a skill was not learned or item obtained.



CURIOSITY

The desire for understanding



EXPEDIENCE

The desire to act out of self-interest



HONOR (LOW EXPEDIENCE)

The desire to preserve traditions and character



BADGES

An acknowledgment of achievement, or a form of feedback that can be collected and displayed.



BOOSTERS

The player obtains something that helps them achieve a win-state more effectively.



BRANCHING CHOICES

Player decides which of two or more options they will take. Their experience will differ based on their choice.



IDEALISM

The desire for social justice



INDEPENDENCE (LOW INTERDEPENDENCE)

The desire to work alone



INTERDEPENDENCE

The desire to trust others to meet one's needs



CHANCE

Items that affect the level or put difficulty into play.



COUNTDOWN

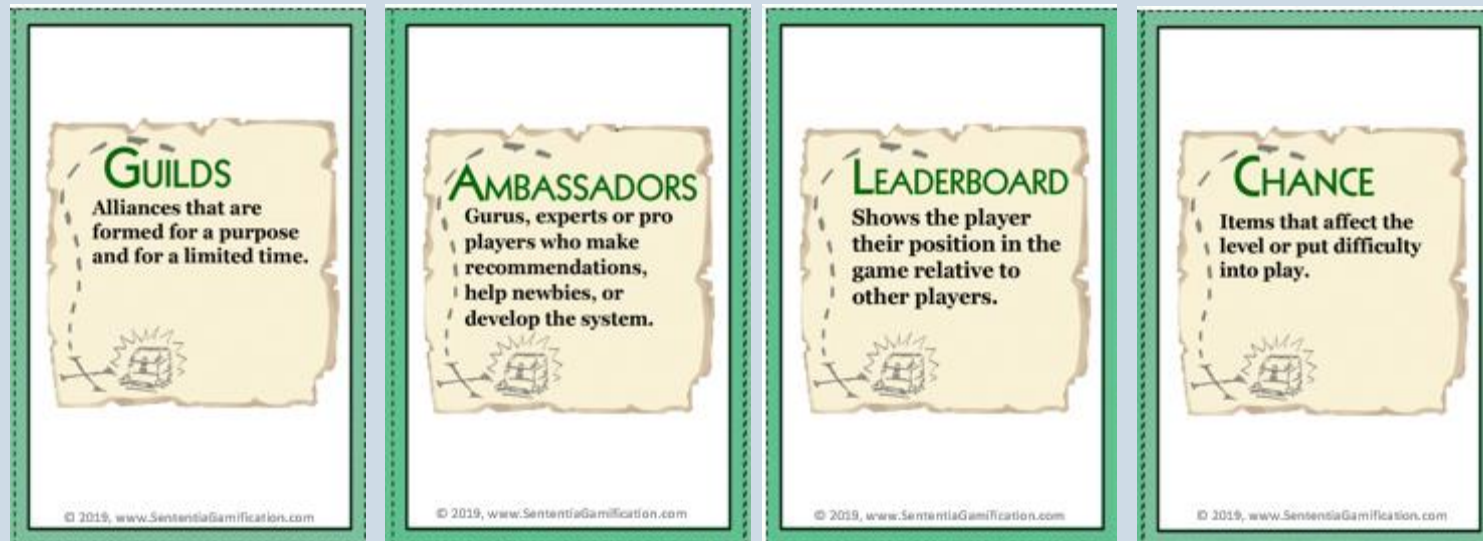
Players are given a certain amount of time to complete a task.



DISCOVERY OR EXPLORATION

Players examine their environment to uncover items and experiences.





Try it now!





MECHANICS MAESTRO BADGE

<p>ACCEPTANCE</p> <p>The desire to avoid failure and criticism</p> 	<p>ADVENTURE (LOW TRANQUILITY)</p> <p>The desire to explore and take risks</p> 	<p>BEAUTY</p> <p>The desire for aesthetically appealing experiences</p> 	<p>APPOINTMENTS</p> <p>Require the player to perform some action at a pre-determined time or place.</p> 	<p>AVATAR</p> <p>A visual representation of the player within the game, often customizable.</p> 	<p>BACKTRACKING</p> <p>When a player must return to a part of the game because a skill was not learned or item obtained.</p> 
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Share the knowledge. Teach your team.



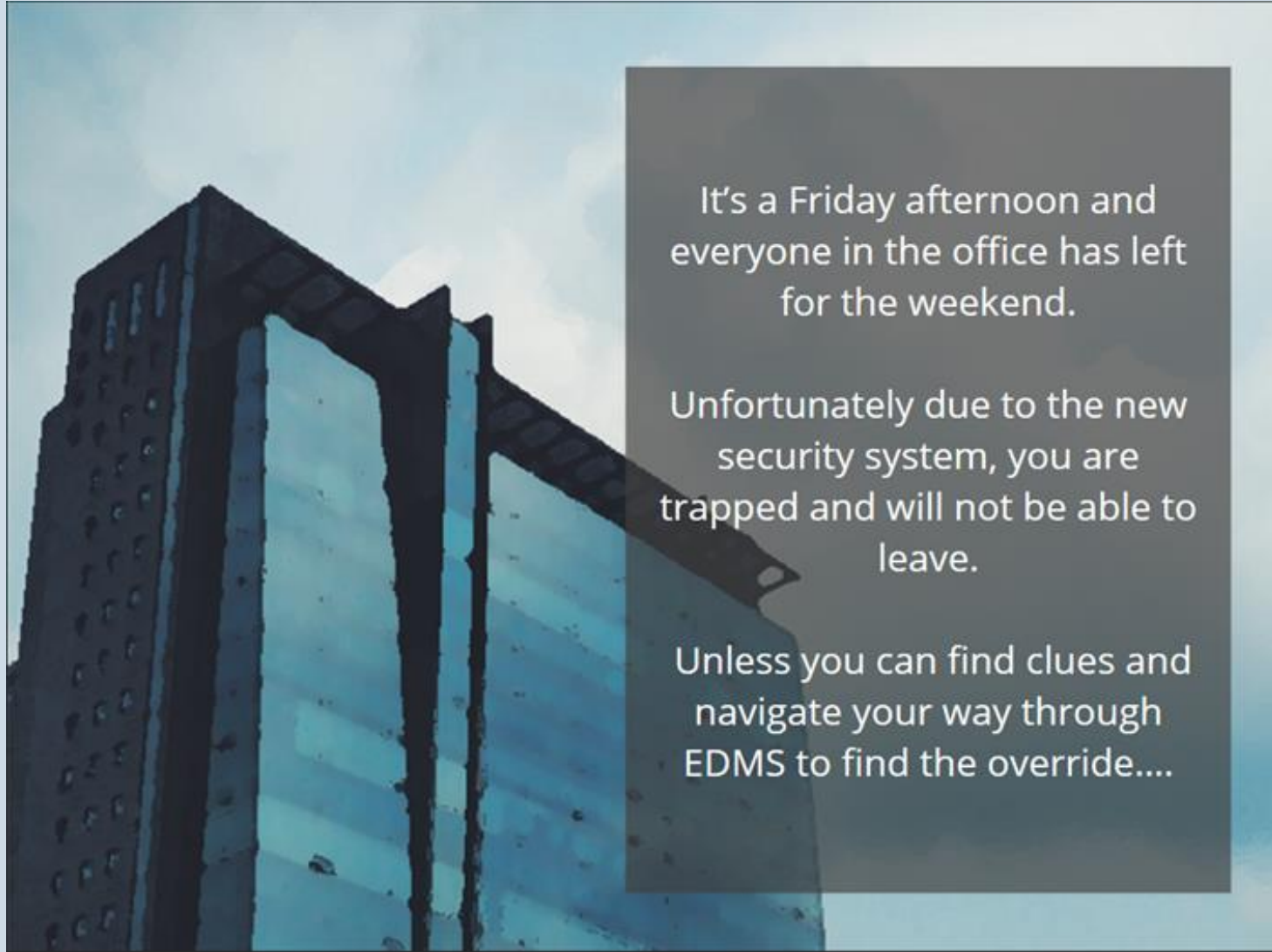
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INTEGRATED

THE CHALLENGE

- Staff accesses (EDMS) Electronic Document Management System to view documents, policies, procedures, forms
- From the procedure on component centrifugation to the HR policy on paid time off, EDMS is the answer
- Revisions to procedures are continually happening and therefore high importance is placed on where to find the answer – not, if you know the answer.
- Over 5000 front end documents in EDMS





It's a Friday afternoon and everyone in the office has left for the weekend.

Unfortunately due to the new security system, you are trapped and will not be able to leave.

Unless you can find clues and navigate your way through EDMS to find the override....

EDMS ESCAPE ROOM

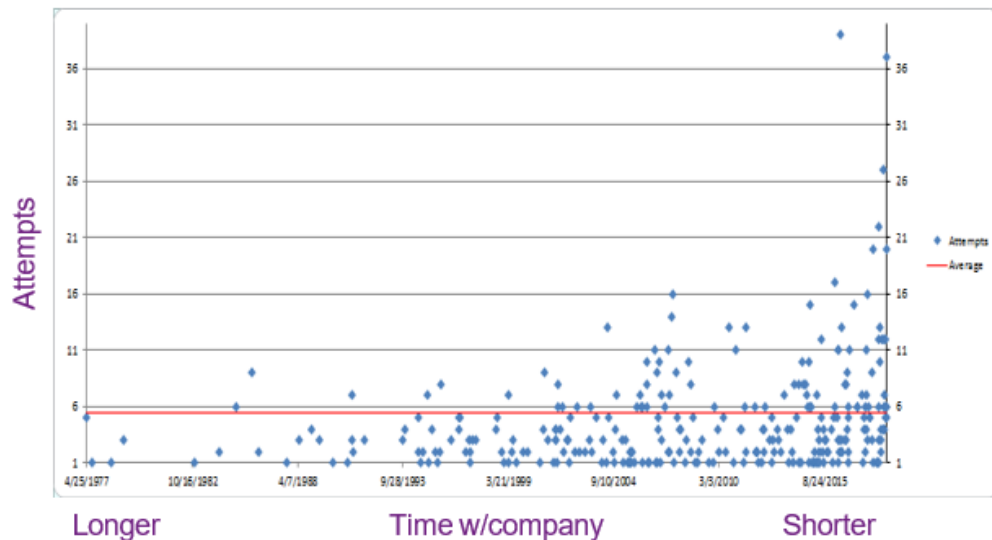
Follow the link at TheGamificationQuest.com to test your skill at escaping from the EDMS Escape Room.

Note: The link contains the answers in the notes section of the eLearning. When deployed, the notes section was not enabled, and the users had to find the answers in the EDMS application.

RESULTS

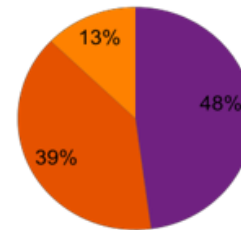
- ✓ 663 users; 367 completed; 296 were still in progress
- ✓ Average: 5 attempts per user; 12 minutes per attempt.
- ✓ Newer users took more attempts with the EDMS Escape Room
- ✓ This type of game makes a great candidate for “booster” or “reinforcement” type training to increase repetition and familiarity in the EDMS application.

Hire date compared to number of attempts



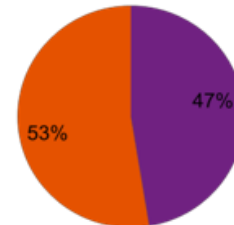
Transcript Status

■ Completed ■ In Progress ■ Registered



Assigned?

■ Pulled ■ Pushed



<https://www.sententiagamification.com/the-gamification-quest>

February 16, 2019

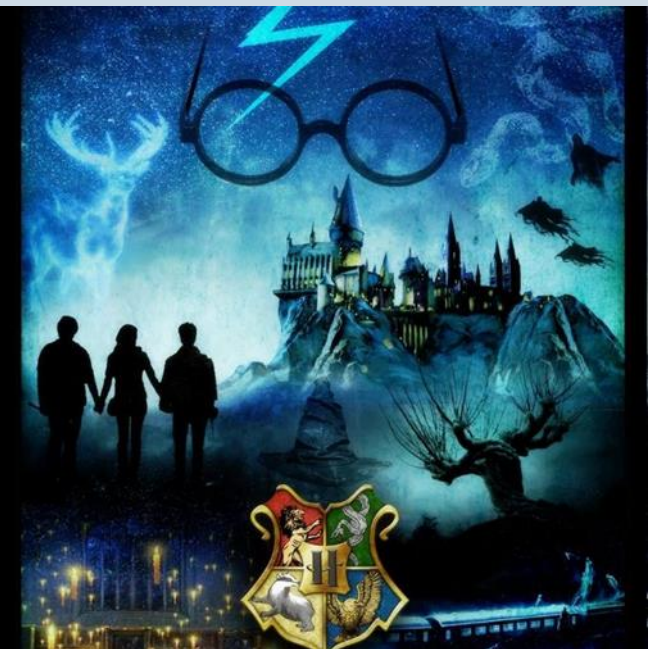
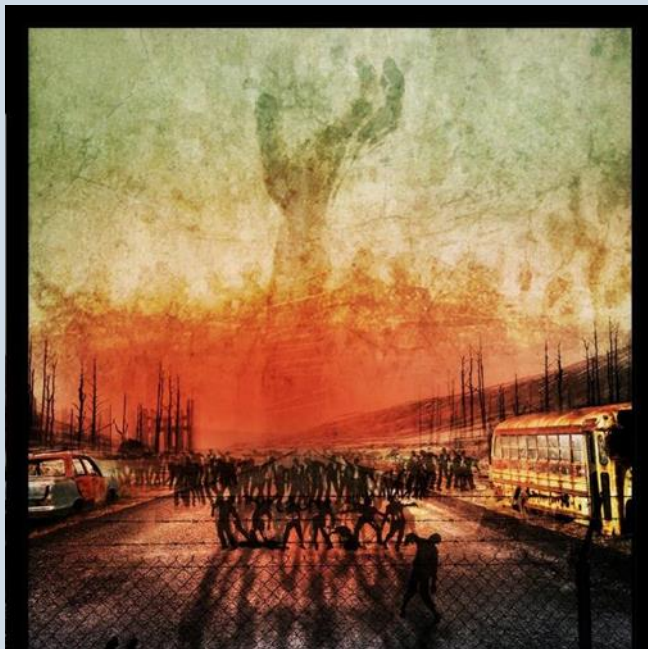
Kyle Miller



@monicacornetti
#gamification

RAISON D'ÊTRE

(REASON FOR BEING)



Artist - Matt Rockman,
Brown University Professor of English Jim Egan and
Instructional Designer Naomi Pariseault
<https://www.sententiagamification.com/p/brown-webinar>





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Fantastic Places, Unhuman Humans: Exploring Humanity Through Literature

Consider what it means to be human by examining the grotesque, monstrous, and alien creatures found lurking in the magic of fiction.



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Watch the EdX Course Trailer at:

<https://www.edx.org/course/fantastic-places-unhuman-humans-exploring-humanity>

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A Learning & Design Adventure

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Is it fun?

Prototype, Playtest, and Iterate

Tie every thing back to the other four levels

Create an overall design that appeals to different senses

Construct a cohesiveness that ties the project together

What emotions do you want your players to experience?

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WHAT DOES IT COST?

Tweets:

@monicacornetti

#gamification

80%
EPIC FAIL

Game Design Adventure

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READY TO LAUNCH BADGE



THREE LEVELS OF GAMIFICATION CERTIFICATION



To learn more about this program visit SententiaGamification.com/certifications

THREE LEVELS OF GAMIFICATION CERTIFICATION

The **ONLY Gamification
Certification for Talent
Development and Talent
Management professionals that
can be approved for
SHRM and ATD for
recertification credits.**



**GREATER CINCINNATI
CHAPTER**

**Association for
Talent Development**

**OHIO ATD CHAPTERS
WORKSHOP:**

**Sententia Level 1
Gamification Certification**

Virtual Course Starts April 7, 2020

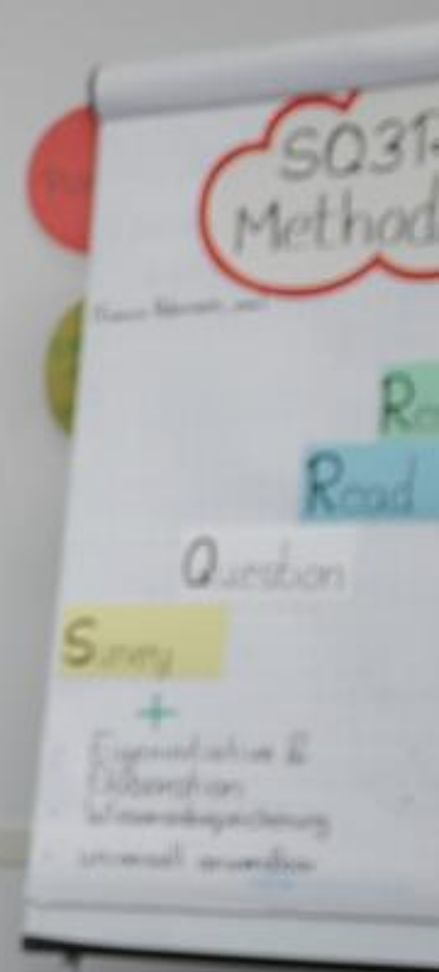


CLAIM YOUR DIGITAL BADGE

<https://credly.com/recipients/130100>

Guru@SententiaGames.com

FAIL!



**NO MORE
DRY,
BORING
TRAINING!**



Why are you interested in gamification?

FUN

Behavior Change

Generations

Employee Engagement

Compliance Training

Onboarding

THANK YOU



Twitter: @monicacornetti

Email: Guru@SententiaGames.com

Websites: www.SententiaGamification.com
www.GamiCon.us