

CROME: HRM SHOWCASE

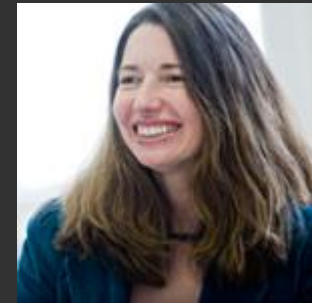
24th June 2015 – Penny Simpson & Pete Jenkins

AGENDA

- Who we are
- What is Gamification?
- Overview of Gamification for HR
- 9Ps of Gamification Design in HR
- To industry and beyond

ABOUT PENNY

- Principal Lecturer at the University of Brighton
- Programme Leader for Pg Dip/MSc HRM



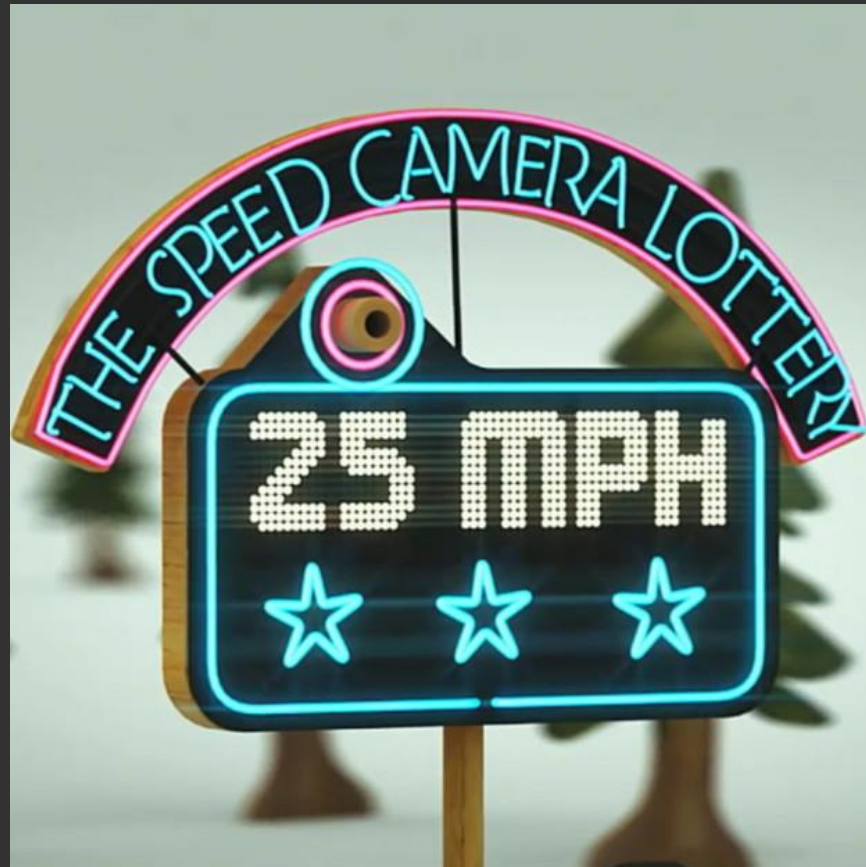
ABOUT PETE

- Founder – GAMIFICATION+ LTD
- Entrepreneur in Residence at University of Brighton
- Chair – International Gamification Confederation (GamFed)



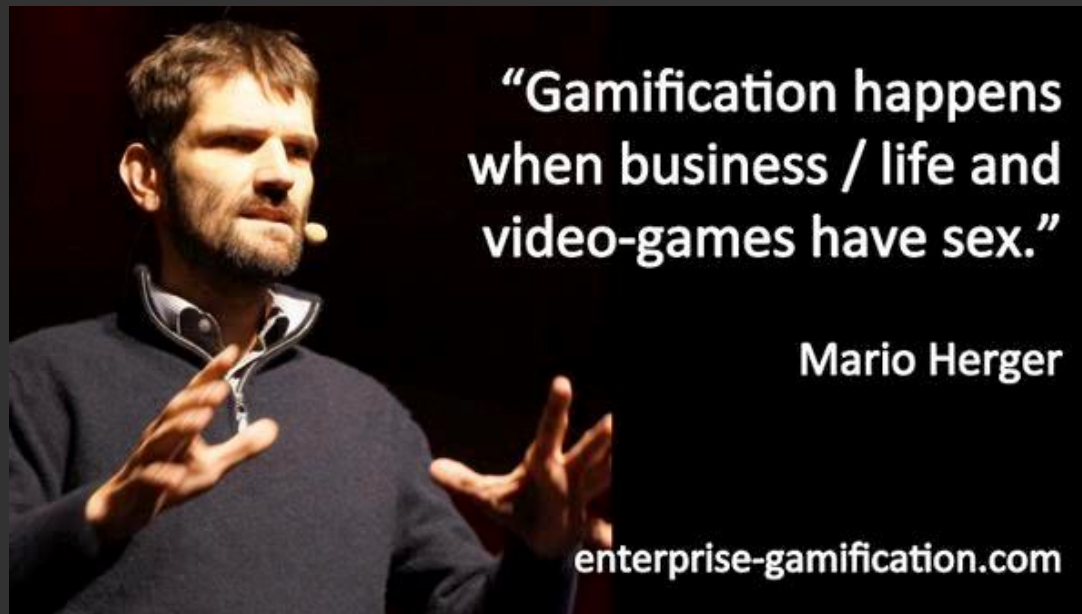
WHAT IS GAMIFICATION?

GAMIFICATION



DEFINITIONS (1)

“Gamification is the using design techniques from games in a business context or some other non-game contexts.” *Werbach (2013)*



DEFINITIONS (2)

"the use of game design elements in non-game contexts"

Deterding et al (2011)

"the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals" *Gartner (2014)*

STATISTICS

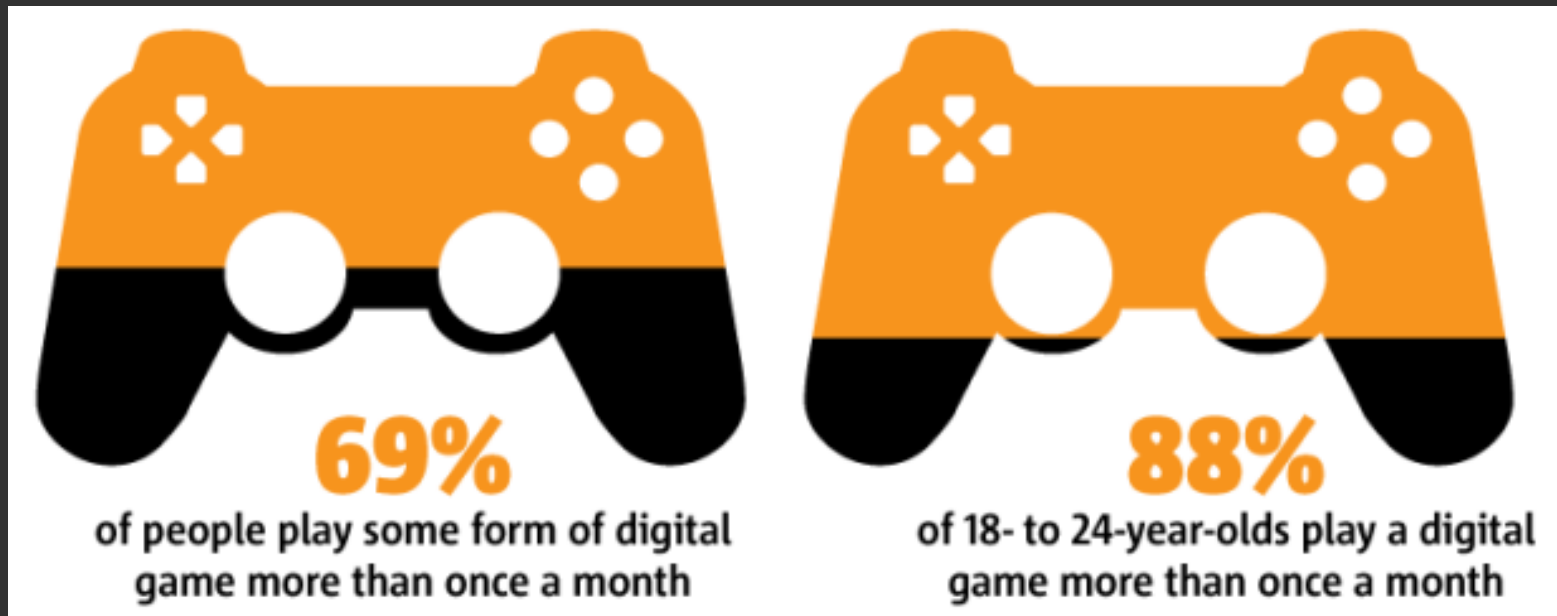


Image source: <http://metro.co.uk/2014/02/25/twiddling-your-thumbs-in-the-office-can-gamification-revolutionise-the-workplace-4316519/>

Sources: IBM, Gartner, M2 Research

ARE YOU BEING GAMIFIED?

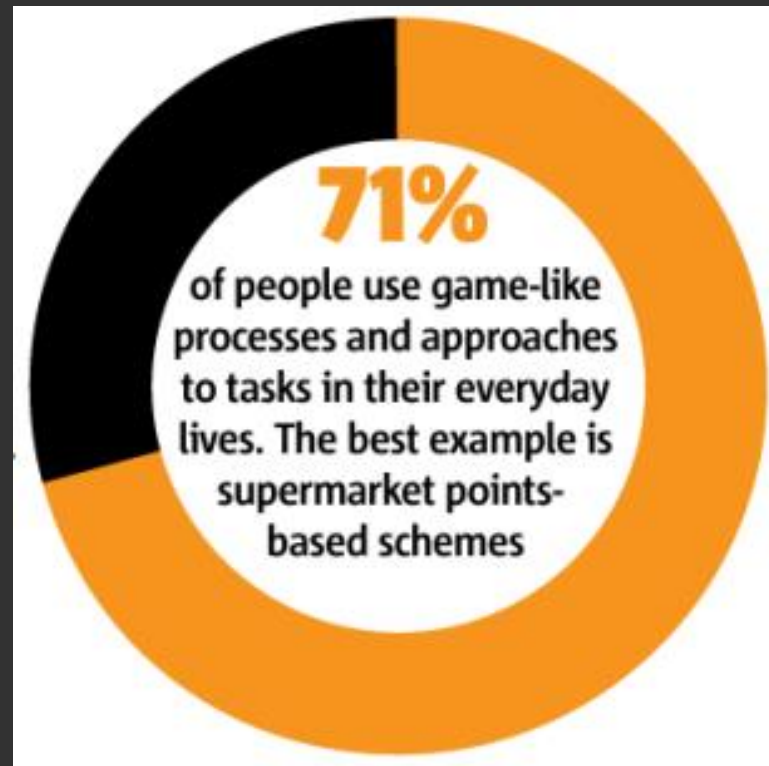


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HOW DO GAMES MOTIVATE?

- Winning
- Problem solving
- Exploring
- Chilling
- Teamwork
- Recognition
- Triumphant
- Collecting
- Surprise
- Imagination
- Sharing
- Role Playing
- Customisation
- Learning

MEANINGFUL



GAMIFICATION IN HR

HR IMPACT

- Gartner (2012) predicted that “by 2015, 40% of Global 1000 organizations will use Gamification as the primary mechanism to transform business operations”

Despite its critics, gamification is still going strong

- “2015 will be the year gamification inside the workplace migrates from a few isolated pilots to a new way to engage and recognize high performing employees” “Gaming concepts have begun working their way into key HR processes” (Meister, 2015)

WHERE CAN IT BE USED IN HR

- Attract
- Induct
- Train
- Engage
- Retain

ATTRACT: TALENT ACQUISITION

The image shows a screenshot of the America's Army: Proving Grounds website. At the top, there is a navigation bar with the following links: AMERICA'S ARMY, PRODUCTS, COMMUNITY, CONTACT, GOARMY.COM, and PRESS. On the right side of this bar are links for SIGN IN and CREATE ACCOUNT. Below the navigation bar is the main header area, which includes the U.S. Army logo, the title "America's Army: Proving Grounds", and social media icons for YouTube, Facebook, and Twitter. A secondary navigation bar below the header contains the following menu items: HOME, STORY, SUPPORT, MEDIA, MISSIONS, EDITOR, WEAPONS, and LEADERBOARDS. The main content area features a large, immersive 3D-rendered tunnel scene with a metallic, industrial aesthetic. The tunnel is dimly lit with warm, yellowish lights. In the bottom left corner of the main content area, there is a "WATCH" button with a play icon. In the bottom right corner, there is a "PLAY" button with a play icon and the America's Army logo. The overall design is dark and futuristic, consistent with the game's theme.

INDUCT: THE BODY SHOP



iDiscovery
Developed by
Cognify
Image from
http://cognify.co.uk/portfolio_page/success-story-gamifying-the-induction-experience/

TRAIN: MATALAN



“Matalan uses gamification to train store staff at upcoming flagship store” (Baldwin, 2015)

Image from <http://www.retail-week.com/technology/matalan-uses-gamification-to-train-store-staff-at-upcoming-flagship-store/5073854.article>

ENGAGE: INNOVATION

Figure 1. DWP's Idea Street Solution

The screenshot displays the DWP Idea Street website interface. At the top, it features the DWP logo and the text 'Department for Work and Pensions Idea Street'. A navigation bar includes links for Home, News, View Ideas (highlighted), Idea Market, Store, Leaderboard, and My Profile. A search bar is located in the top right corner with the text 'Search content and users' and a 'Search' button. Below the navigation bar, there is a 'Best of the best:' section with six featured ideas, each with a star icon and a brief description. A 'Post an idea' button is also visible. The main content area is titled 'View Ideas' and includes a filter section with options for Category, Author, and Keywords. Below the filter, there are tabs for 'Recently Updated', 'Recent Ideas', 'Thumbs-Up', and 'Thumbs-Down'. Three idea listings are shown, each with a thumbs-up/down icon, a title, a brief description, and a 'Buy now' button. The right sidebar contains a user profile section for 'Admin Test account' with options to edit profile, sign out, change password, and view my blog. It also displays statistics for the user, including Join Date, Posts, Views, Available DW-Peas, and Portfolios. At the bottom of the sidebar, there is a section for 'Idea Street Tips' with advice on buying and selling shares, inviting colleagues, and saving the site as a favourite.

Source: Gartner (November 2010)

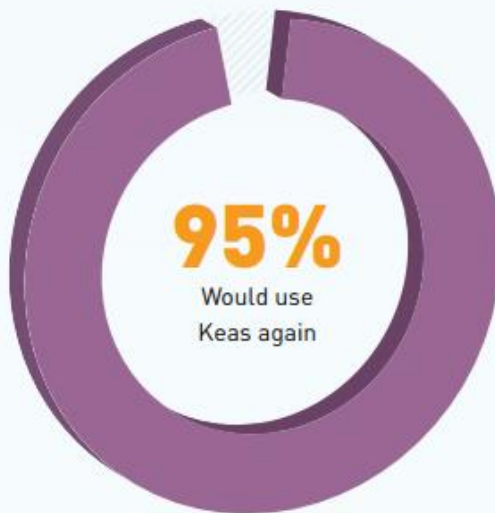
RETAIN: HEALTH & WELLNESS

Pfizer is the world's largest research-based pharmaceutical company, with more than 110,000 employees committed to applying science and resources to improve health and well-being at every stage of life.

Solution: Pfizer, as part of its Healthy Pfizer program, rolled Keas out to all 35,000 U.S.-based employees.



People loved Keas



Will recommend Keas to a friend



Said Keas improved their health



Said Keas improved teamwork and collaboration

James W. lost 10

lbs. and started jogging. He reports going from sedentary and overweight to preparing for a half-marathon, all thanks to Keas and Healthy Pfizer. His wife has also started jogging and they are getting healthy together.



AND MUCH MORE

- Culture building
- Incentivising admin
- Mapping career paths
- Serious games/simulators
- Mentoring
- Goal setting
- Appraisal systems
- Performance schemes

9P'S OF GAMIFIED HR DESIGN (SIMPSON & JENKINS, 2015)

1. **Purpose** – What is the organisation trying to achieve and how can the application of game elements facilitate this?
2. **Personal motivation** – How can you tap into players' intrinsic motivators in order to make it meaningful?
3. **Performance** – Are you aiming for behaviour change, skill development, performance management or mastery?
4. **Progression** – How can you ensure an appropriate level of challenge for the purpose, the player and their potential?
5. **Participation** – How can you engage employees in both the shorter and longer term?

9P'S OF GAMIFIED HR DESIGN (SIMPSON & JENKINS, 2015)

6. **Partnerships** – Are sharing, team-working, mentoring and network development concepts that need to be designed into the game?
7. **Potential** – How can you unlock employee potential e.g. performance, imagination, creativity and innovation?
8. **Player** - Do the players play as themselves? Can they play as other roles and avatars? Is the element of role playing encouraged?
9. **Politics** – Does gamification fit with the culture of the organisation? Is it supported by the leaders and stakeholders?

TO INDUSTRY AND BEYOND....

UNIVERSITY OF BRIGHTON

- 25th March 2015 – One day Gamification in HR session run for University of Brighton staff.
- 21 attendees included:
 - Director of Sport and Recreation Services
 - Director of Occupational Safety and Health
 - Chief Operating Officer/Director of Finance
- Feedback:

CONFERENCES

FLEMING EUROPE

#gamifyHR

2nd ANNUAL
GAMIFICATION IN HR
Summit

Gear up for the next #gamifyHR level!

27-28-29 April 2015, Palais Hansen Kempinski VIENNA

RAISING THE GAMIFICATION PROFILE

- Simpson, P. and Jenkins, P. (2015) Gamification and HR Overview, Brighton: University of Brighton.
- Section in CIPD Factsheet on learning methods
- <http://worklab.breathehr.com/using-gamification-to-help-manage-your-people-what-why-how>
- Gamification: using game design principles in business (Module code ML232)
- Gamification for Business postgraduate module (Module code MLM13)

OUR GAMIFICATION RESEARCH

- Examining the use of gamification mechanics in motivating users to adopt a new business software system (CRM)
- We have two years of gamification mechanics statistics from seven UK companies in different industries
- Plus permission to interview many of the users

THANK YOU

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