

7 Challenges You Can Gamify in Your Company



1. Educating employees through gamification

If you have ever watched Mary Poppins, you may remember her saying "In every job that must be done, there is an element of fun. You find the fun and SNAP! the job's a game." And quite surprisingly, she gave us a decent introduction to gamification.

Gamification, defined as the **application of game-design elements and game principles in non-game contexts**, is the answer to most common challenges associated with employee education and training, such as lack of engagement and motivation, unattractiveness and inefficiency of teaching methods and high dropout rate.

In the stressful environment of a modern workplace, **it's more important than ever to make learning more approachable and fun**. And gamification can make that happen.

Apart from making the learning process more entertaining, gamification has proven to:

- Help increase learning retention
- Offer a healthy competition for your teams
- Improve behaviour modification
- Be a great way for teams to feel connected and engaged.

And that's not all. A survey done by the Aberdeen Group indicated that organizations practising gamification saw a **48% improvement in employee engagement** and a **36% improvement in employee turnover**.

Considered introduction of gamification methods and processes translate to more success for the company, often in the form of:

- Increased productivity
- Good return on investment
- Higher employee loyalty
- Improved customer satisfaction.

By introducing gamification, you not only can increase learners' engagement, awareness, and productivity but also improve your organization's performance.





2. Motivation through gamification

Johan Huizinga, the Dutch historian and anthropologist, once called our species "homo ludens" ("the playing man"), suggesting that **play is an essential part to the human culture, development, and motivation.** And that's exactly why gamification works so well.

Gamification, in essence, is based on the idea that man is not only a competitive creature, but also simply likes playing games – and not only as a child, but well beyond adulthood. **Providing employees with positive feedback and a lot of fun,** gamification is a perfect response to one of the biggest challenges of modern workplace: lack or loss of motivation.

A Gallup study shows that only **15% of employees feel engaged in their workplace**, which points to a motivational crisis for the global workforce.

However, it's possible to turn the tables. How so? It has been proven that gamification supports and increases employee motivation by:

- Breaking down complex tasks into simple tasks
- Helping employees learn over time without stress or fatigue
- Tapping into the brain's ancestral status and power reward system
- Supporting deep, sustained concentration.

Companies that motivate their employees regularly see a **27% rise in profits.** This is coupled with a **50% increase in sales,** and **38% above-average productivity.**

And that's just some of the advantages! It has also been proven that by incorporating gamification into your training programmes, you can benefit further from:

- Lower levels of absenteeism
- Improved worker performance
- Higher retention rate
- Increased employee engagement.

And these are not empty words. As the TalentLMS Gamification at Work Survey proves, employees feel that gamification makes them more productive (87%), more engaged (84%) and happier (82%) at work.

3. Effective onboarding through gamification

They say that “The first impression is the best impression”. It is especially true when it comes to onboarding a new hire. If the proper processes are not in place, it’s possible to discourage a great talent right from the beginning. However, this worst-case scenario can be avoided by addressing the biggest employee onboarding challenges, and proactively eliminating them.

Unfortunately, easier said than done. Gallup found that **only 12% of employees strongly agree their organization does a great job of onboarding new employees.** If your company also struggles with effective and attractive onboarding, gamification may make all the difference, as it

- Helps maintain – and enrich – organizational culture
- Cultivates teamwork, mentorship, and leadership
- Reduces turnover and turnover costs
- Ensures workforce compliance from day one.

The diversity of today’s workforce, and a **visible turn towards a hybrid working environment**, proves the traditional onboarding process to be no longer relevant. Gamified onboarding, on the other hand, can work wonders as it not only appeals to tech-savvy employees but also because it adapts perfectly to the hybrid work model.

As suggested by eLearning Industry, companies that embrace onboarding gamification have experienced **higher knowledge transfers, better retention rates, improved productivity, and heightened engagement.** As a result, new employees struggle less with adapting to a new company and are more likely to succeed at their work right from the beginning.

To additionally increase the chances of successful gamified onboarding, it’s advisable to:

- Introduce progress tracking
- Clearly define the rules of the game
- Establish a graduated scale of challenges
- Provide employees with meaningful rewards
- Recognise the accomplishments.

Properly conducted onboarding is the key to building a strong organisational culture and maintaining a high level of motivation, so make sure to welcome your new employees with open arms!



4. Effective sales using gamification

If one thing is true about people who work in sales, it's that they are competitive. To appeal to them, managers often organise sales contests. Unfortunately, in the exigent environment of the modern workplace, it's no longer enough. And that's where gamification steps in.

Some sales reps enjoy competing against one another. Others work more effectively by competing against themselves and improving their skills and results. With sales gamification, it's possible to motivate both types.

How so?

Gamification plays into both: **extrinsic** (the desire to be better in comparison) and **intrinsic** (the desire to improve your skills) motivation, effectively motivating sales teams.

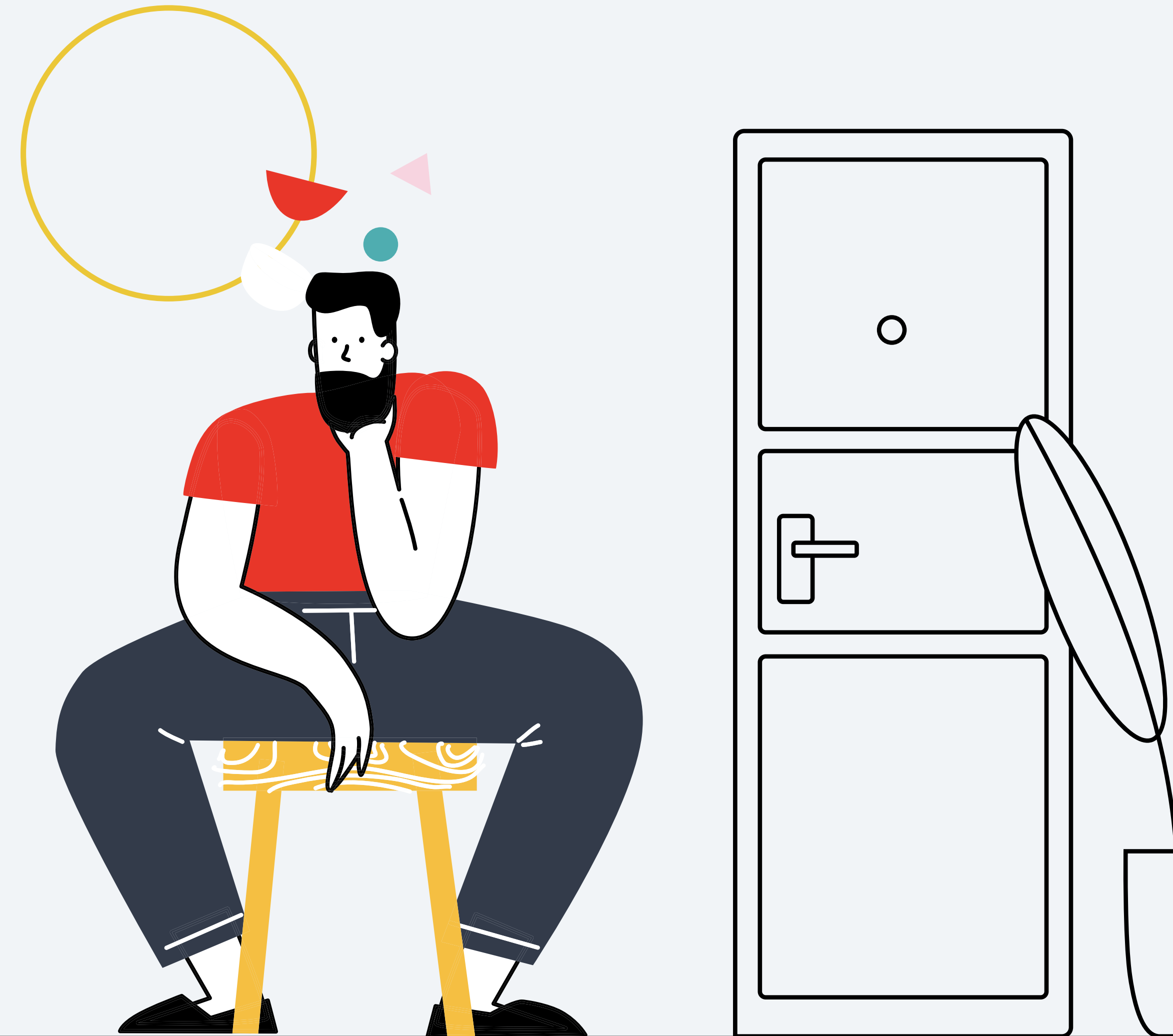
According to the Salesforce, 71% of surveyed companies saw an **increase in measured sales performance between 11% and 50% after implementing gamification for sales.**

And that's only a beginning! By increasing focus on KPIs and integrating with CRM systems, gamification can work wonders for your sales team. Catering to healthy competitiveness, it helps companies to cultivate team culture and significantly increase employee engagement and motivation.

To **maximise the effectiveness of gamification** in increasing sales and employee motivation, it's highly advisable to:

- Analyse your business goals and turn them into effective KPIs
- Reward progress
- Establish visible real-time recognition
- Use a variety of rewards
- Keep employees engaged.

If you want to lead a team of inspired, successful sales reps, create a gamification strategy that rewards them for their successes and motivates them to improve their skills.





5. Team building through gamification

High-performing teams don't come out of the blue. They require careful cultivation from a leader who presents strong sense of team values but also from team members who are eager to engage in the process.

Without this mutual cooperation, it's not a team, just a bunch of co-workers

A well-known problem with ill-conceived team building programmes is lack of engagement, where one or more team members become passive observers rather than participants. And that's a real problem, as **97% of workers and employers believe that the lack of engagement alignment influences the success of a task or project.**

Gamification can also **help managers develop their team's strengths and soft skills.** Games allow people to relax and let go of formalities, presenting managers with an unfiltered view of employees' natural behaviour and interactions with peers.

It can also help with common team building challenges, such as:

- Trust issues among team members
- Poor communication
- Dull working environment
- Lack of collaborative work tendency.

To support team building, it's important to remember that it should be a process, not an event. However, gamification can successfully support this process by:

- Incentivising and accelerating learning
- Motivating action in the workplace
- Encouraging social connections
- Connect to company culture.

Creating a strong and effective team takes time, so be patient and introduce the best gamified experience for your employees.

6. Wellness and wellbeing

The pandemic has helped us recognise the critical importance of employee well-being. A growing number of business owners now understand that **office wellness programmes are a valuable addition to company life** and are essential to their success and sustainability.

But taking employee well-being seriously does not mean it cannot be fun. In fact, applying game-inspired elements, such as contests, competition and rewards can effectively increase motivation and engagement, as well as improve employee well-being.

And there are numbers to prove it! A two-year study of a Canadian company found that **gamified wellness challenges resulted in "significant clinical improvements"** in measures like:

- Blood pressure
- Perceived stress
- Insomnia
- Fatigue.

What's important, gamified wellness challenges are social in nature. By introducing fun and playful competition, it can rise team spirits high by building camaraderie and connection.

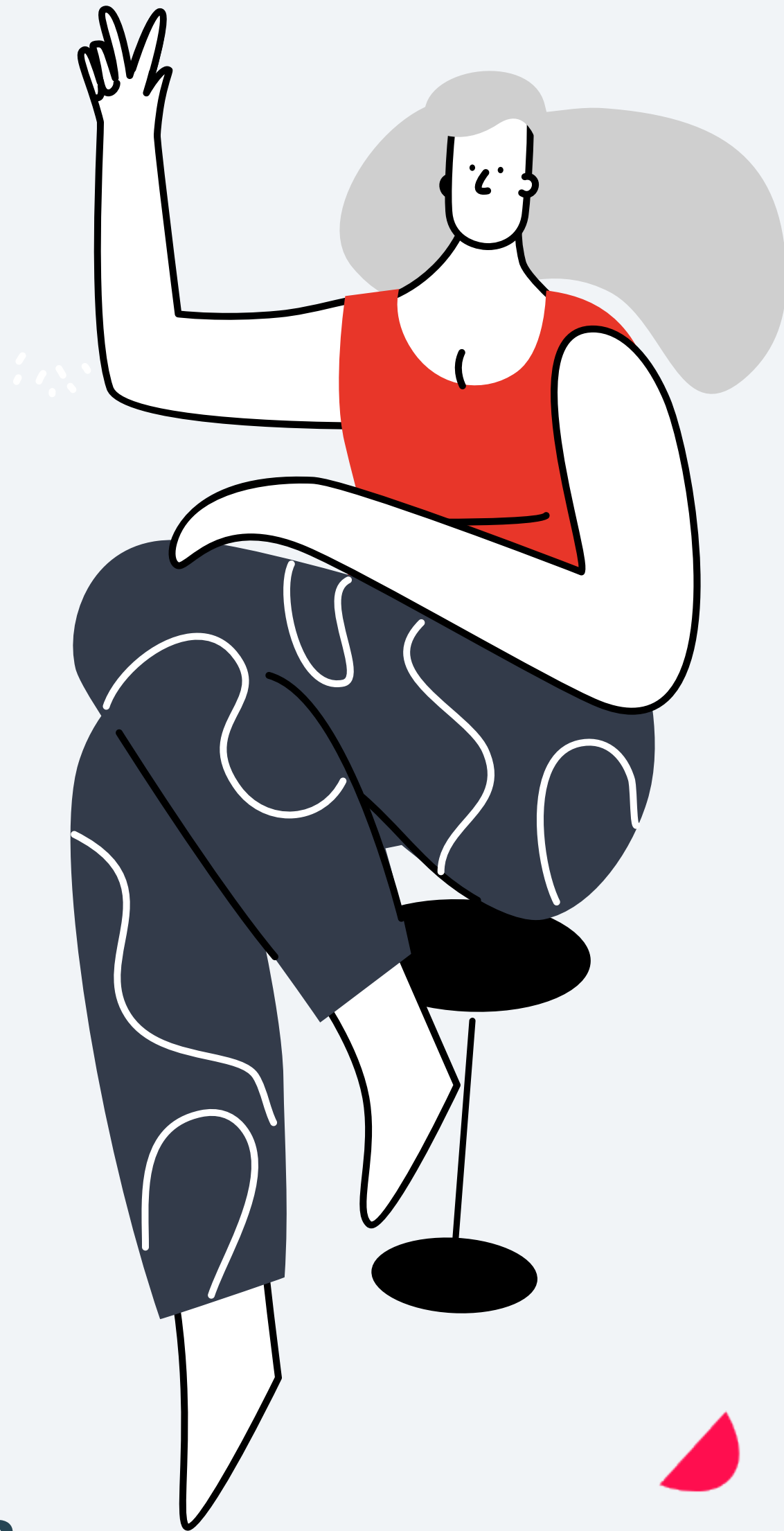
To maximise the effectiveness of gamification, it's always good to **create a proven feedback loop** that reinforces positive behaviour and solidify new healthy habits. By introducing a combination of incentives, rewards, and recognition, you can encourage employees to keep their efforts up.

To keep the employees healthy and motivated, it may be a good idea to introduce some of the challenges proposed by Naz Beheshti, author of *Pause, Breathe, Choose: Become the CEO of Your Well-being*:

- Physical activity – "1,000 Strong Challenge" to become stronger at the exercise of your choice (1,000 reps or 1,000 minutes over a quarter)
- Mental health – commit to a minimum of seven hours of sleep or daily breathwork sessions
- Preventive health – healthy snack challenge, or "wake-up water challenge"
- Work/life balance – commit to a no work email policy after 7:00 pm.

Office wellness programmes are a valuable addition to company life by helping your employees achieve work-life balance.





7. 'Gamifying' good behaviour among employees

Gamification is great for encouraging positive, team-oriented behaviour. Setting up "group challenges" can help employees improve their interpersonal skills, build trust amongst themselves, and learn how to work cohesively side by side.

On top of that, rewarding helpful attitude and peer support may help create and promote an **atmosphere of compassion and kindness**.

Often, all the employees want is to be simply recognized for all their efforts. By publicly acknowledging their accomplishment, it's possible to encourage them to keep doing their great work and set an example for the others. It may also be a good idea to introduce **instant recognition tools** to allow employees to express their gratitude towards the colleagues who helped them.

By building a strong **culture of recognition**, organisations can significantly increase satisfaction levels and inspire their employees to be more productive and proactive. As stated by Deloitte, the right recognition programme can have a measurable impact on the organisation, with **employee engagement, productivity and performance 14% higher** than in organisations without any form of recognition.

The research found that **peer recognition is a top factor that pushes employees to excel at their responsibilities**. When colleagues recognise each other's contributions, it strengthens their relationship and builds trust.

And there are many more advantages of peer recognition, such as:

- Increased employee satisfaction
- Cycle of recognition-giving and kindness
- Promoting company values and positive behaviour
- Improved sense of belonging.

Making peer recognition an exciting social experience can have a transformative outcome on the way people relate to their roles in your organisation.

Contact us

Have you found your answers or inspirations?
I would be grateful for your insights
regarding our guide.

I look forward
to exchanging thoughts!

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