

Gamification in Workshop

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Abstract: Gamification is the process of adding elements of games to non-game activities. It is a popular approach to making customer experiences more engaging and fun. It is now reaching the workplace. Gamification workplace is the use of game techniques in the work environment. In the workplace, gamification can encourage employee engagement, gratification, and retention. Gamification introduces a competitive element to employees' tasks, using rewards to give them a greater incentive to meet company goals. This paper provides an overview on gamification workplace with examples.

Keywords: games, gamification, workplace, gamification workplace.

INTRODUCTION

Our society relies heavily on technology. Technology refers to the application of knowledge for human benefit. It has spanned the globe, connecting devices, and people of all nations. In schools, workplaces, and communities around the world, technology is becoming increasingly embedded into daily tasks. Technologies are necessary to meet the needs of the workers and enable them to access their workspace from anywhere, anytime, and on any device. Virtually all companies use technology to do business.

Games have become favorite entertainment activity for many people worldwide. They are capable of engaging people by tapping into fan knowledge and offering some rewards. Figure 1 shows different uses of games. Gamification is a transformation of something into a game. Although gamification in the workplace may be inspired by games, its main purpose is to engage and motivate employees during non-game activities. In the workplace, gamification can [1]:

- Encourage people to adopt those activities, applications, and processes
- Make technology and tasks more interesting
- Promote desired behaviors
- Show a clear path to mastery or independence
- Increase employee engagement

Gamification and serious games are often grouped together. Although games and gamification have a lot in common, they are not exactly the same [2].

WHAT IS GAMIFICATION?

The word "gamification" was coined in 2002 by Nick Pelling, a British inventor, but it did not gain popularity until 2010. The idea of gamification came from the fact that the gaming industry was the first to master human-focused design and we are now learning from games. Gamification is not a new concept, but it is deeply rooted in marketing endeavors, such as points cards, grades, and degrees, and workplace productivity [4]. Researchers became interested in gamification because the concept could be implemented in different ways to motivate people. Gamification has become hugely popular in all walks of life, including education, business, and workplace.

The gamification can be viewed in two ways: (1) adopting the act of playing a video game into everyday use, (2) the act of using game elements to make non-games more enjoyable. It is applied in education, business, sports, marketing, and finance. It is currently one of the largest trends in education. Traditional education has been found to be ineffective in motivating and engaging many students. Gamification is cutting-edge approach which is producing positive results in every region of the world.

Everyone loves games. Gamification just takes advantage of that innate desire. It can make practice fun. It can make the routine less dull. Online games have become bolder and more diverse. Gamification involves the introduction of gameplay to a traditionally non-game environment. Its goal is to encourage user engagement.

The most popular gamification features include [5,6]:

- *Points:* They represent progress and accomplishment; they are often used to obtain rewards. Learners earn points for completing tasks or achieving a certain result.
- *Leaderboards:* Learners can compete to earn the most points and rank highest out of their peers. Leaderboards can be an exciting and dynamic addition to the learning experience.
- *Badges:* They are similar representation to points, often also representing a status. Reward completion, good results, and exemplary behavior with virtual badges that learners can accumulate on their profile.
- *Rewards:* Beyond badges and points, real-life rewards like vouchers and discounts can further incentivize participation.

GAMIFICATION WORKPLACE

Companies create internal competitions to engage employees in a healthy "race" and incorporate scores and prizes as extra motivation. Employees will be more willing to complete any task if they knew they would collect points and get rewards as they do so.

When you use gamification in the workplace, the ultimate purpose and the rules of the game should be communicated and made crystal clear to all participating employees from the start to avoid having an unfair competition. Gamification should always start with business goals and how they are going to be measured. Getting gamification right in the workplace also starts with the right technology. Figure 2 shows how gamification is used at work [7], while Figure 3 provides five reasons to implement gamification in the workplace [8].

Here are some examples of how companies gamify work [6]:

- Employees who get the highest score on a company-wide assessment around workplace safety will earn company-branded swag of their choice.
- The company has built a library of online courses on a wide range of topics and employees who complete a course will get a certificate.

- Instead of training employees through presentations or manuals, the company can create online mini-courses that include fun characters, quizzes, and a scoring system.

GAMIFICATION WORKPLACE EXAMPLES

Gamification techniques are being used across a broad range of applications to achieve a variety of goals. Game mechanics can be applied across a spectrum of real-life activities to achieve many different types of goals within a business environment. Gamification in the workplace can be used for numerous purposes. Figure 4 illustrates a typical example of gamification in the workplace [9]. The following examples are typical applications of gamification in the workplace [10-12].

- *Human-Focused Design:* This is a process to optimize for the human in the system by taking into account feelings, motivations, and engagement. The gaming industry is centered on human-focused design because the purpose of the game is to entertain. Gamification enhances speed, quality, participation and removes boredom.
- *Increases Sales Productivity:* Salespeople are competitive in nature. Sales managers employ game mechanics to motivate participation, engagement, and loyalty with sales teams. They also induce a competitive spirit among employees. The introduction of gamification into the sales has increased productivity, customer conversion rates, and staff morale. For example, Hewlett-Packard utilized gamification techniques to engage its resellers of several major product lines. Participating resellers could win prizes such as televisions and tablets. The grand prize for each of the target sales teams was the holiday of a lifetime.
- *Training and Education:* Gamification works in employee training and engagement because playing games is one of the most natural ways for people to learn. Gamification in the workplace will feel natural when it is incorporated into employee training. It incorporates training into an environment that is fun and mirrors other games in social media. Organizations have also used game mechanics as effective training and education tools. When done right, gamification can make training more successful as it makes learning more fun, engaging, and practical. For example, Astra Zeneca used a game-based learning solution to teach employees internally about new drugs. The goal was to educate agents on the release of new products, check real-time training results, and enhance team competition and cooperation. Cisco launched a Social Media Training Program that used a reward system.
- *Employee Recruitment:* The use of gamification in the hiring process, known as recruitment, is becoming popular. Companies have used gamification techniques to improve employee recruitment in their operations. Job candidates spend more time engaged in the game than in visiting the conventional career website. Upon being hired, they have an easier time acclimating to the company environment. Google used a series of riddles in order to attract curious and skilled job candidates.
- *Employee Recognition:* Recognition and rewards are the top two things that motivate employees at work. The employer often gives pats on the back to the employee for a good job. Peer-to-peer recognition is much more effective than only a managerial form of recognition. Making the workplace more thrilling with on-the-spot recognition certificates is a powerful tool for gamification.
- *Employee Wellness:* Employee health can have a significant impact on performance. Employees spend most of their time in front of their computer or laptop screens. This ultimately results in many chronic illnesses. Gamification solution offers a more cost-effective way of dealing with health issues. It offers an excellent supplement to a traditional wellness program, and can increase participation and long-term engagement.

- *Employee Engagement:* Gamification is about adding engaging, fun, and interactive features to increase work motivation and enhance learning of the employees. Gamification for employee engagement makes the workplace more fun, rewarding, and collaborative. A good gamification strategy should include elements that allow learners to engage in the activities that bring out the best of their capabilities. Completing work in a fun and captivating way helps employees keep away distractions at home.
- *Employee Retention:* Gamification techniques can help people retain up to three times as much information as otherwise could. Gamification boosts an individual's willingness to study and learn in a more enjoyable, interactive, and comfortable way. Gamification can undoubtedly play a significant role in increasing employee retention.
- *Decreases Employee Stress:* Stress can create negative work environments and unsatisfied workforce. It increases job dissatisfaction. Employee performance increases as a workforce feels less stressed and more relaxed. Applying gamification in the workplace can improve employee outcomes and reduce stress.
- *Attracts Younger Workforce:* Younger generations, also known as digital natives, have different motivational and behavioral patterns. Gamified onboarding is a natural, fun, and effective alternative to attract and engage digital natives.
- *Performance Management:* Suppose you desire that your employees deliver the best results in a minimal amount of time. Adopting gamification in the workplace is an effective way to do this.
- *Learning:* With many employees joining remotely, it can be a struggle to ensure that they learn the most crucial skills for their positions. Grooming employees when they join as freshers is a huge responsibility. Humans tend to learn fast and remember things better when taught in a practical and fun way. Gamified learning uses the leaderboards, badges, and competition tools to encourage employees to take lessons tailored to the company's training needs. Employees who complete an online course will receive a certificate.

BENEFITS

Gamification can be used to improve work in several ways. The benefits of gamification in the workplace can be tremendous. As Steve Jobs once said, "The only way to do great work is to love what you do." Gamification makes employees' jobs more appealing and less stressful. Gamification can be useful for a remote workforce, when employees are located in multiple places. Companies may also use gamification to reward loyal customers or attract potential job candidates. For a manager with a remote workforce, gamification is a good approach that can make engagement fun for the employees. Other benefits of gamification workplace include the following:

- Gamification in the workplace can increase motivation and engagement
- It can foster employee engagement and reduce employee turnover.
- It has the capacity to enhance teamwork, build trust among people, and encourage creativity.
- It removes the boredom and motivates employees, bringing a sense of achievement in what they are accomplishing.
- It can boost employee morale and increase retention.
- It helps employers bring a healthy transformation to their businesses as it gives meaning to their tasks.
- It makes day-to-day work-life more enjoyable

CHALLENGES

Although gamification offers many benefits, it is not a silver bullet. Gamification is effective only when it is done properly. It can backfire if applied in the wrong ways. Employees naturally become demotivated and discouraged when the competition is unhealthy. If you do not design the gamification solution to suit the workers, it will backfire, and you run the risk of disengaging the worker. For example, tactics like leaderboards may discourage people from participating if it only rewards one person. You must ensure that the average worker can win. The missions to be completed must not be too easy or too hard.

CONCLUSION

Gamification is applying elements of game-playing to non-game activities. It has now become part of our lives. It is also becoming known as a valuable technique that can change behavior and increase productivity. It is great for companies that want to encourage additional learning, improve employee productivity, and attract younger workforce. Introducing gamification at work can drive competition, increase sales, and sustain cultural change among employees. Gamification in the workplace connects the dots between employee motivation and company success. It is one way employers are making work for staff more enjoyable and productive. For more information about gamification in workplace, one should consult the books in [13-19].

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Figure 1 Different uses of games.



Figure 2 How gamification is used at work [7].



Figure 3 Five reasons to implement gamification in the workplace [8].



Figure 4 A typical example of gamification in the workplace [9].

