

How to create impact with gamification?

When designed well, gamification can be an extremely effective method for instant and immediate behavioral and organizational change.

Impact

Our gamification interventions have had significant impact on a range of strategic goals: **Driving employee engagement and performance.** Bottom line it's all very simple: if people enjoy what they're doing, they just perform better. Our gamifications have increased sales performance up to a staggering 10%, by focusing on commercial awareness. **Bringing the company vision to life.**

Behavioral change starts with being able to draw a picture of the desired change and make it tangible. Our interventions increased knowledge about vision, strategy, products and colleagues, up to 30%. Moreover, they made vision tangible by translating it to concrete behaviors. **Creating an agile and innovative company culture.** "Play is the most elevated form of investigation". Co-creating game interventions challenges participants to look at their core processes through a different lens. This has led to a more playful, agile and inquisitive culture, where merely following procedures is replaced by self-initiative and creativity.

Example: The Stock Exchange Game

For one of our clients we created a game to enhance and boost the commercial awareness of both client-facing as supportive employees. In this game employees become 'share holder' of their sales department. They can increase their stock value by creatively increasing sales of a focus product during the week, competing with other departments in a stock exchange. Other employees get involved in the commercial process by becoming stock traders, and can create virtual capital by buying and selling department shares.

