

# What is Gamification today?

Together we will discover game elements that will work towards intrinsically motivating your people.



Our sophisticated methodology identifies what drives your employees.



Through co-creation, we design and learn together.



From small experiments we collect proof and then scale up.



And consequently impact your KPIs!



Happy employees make happy customers.



Motivated employees perform better.

It's all about impact!

&ranj achieves behavioral change through play. Gamification is the process of achieving (business) impact by applying game elements to a non-game context.

The world is changing, my work is not what it used to be.



Our company needs to change, but how can we get our people onboard?

And how can we do this?

By triggering their intrinsic motivation!

By turning work into a game!



Want to know more about our gamification method or talk about our use cases, mail us at [play@ranj.com](mailto:play@ranj.com) or download our white paper @[ranj.com/gamification](http://ranj.com/gamification)