

Using Gamification to Attract, Train and Retain Millennial Troops



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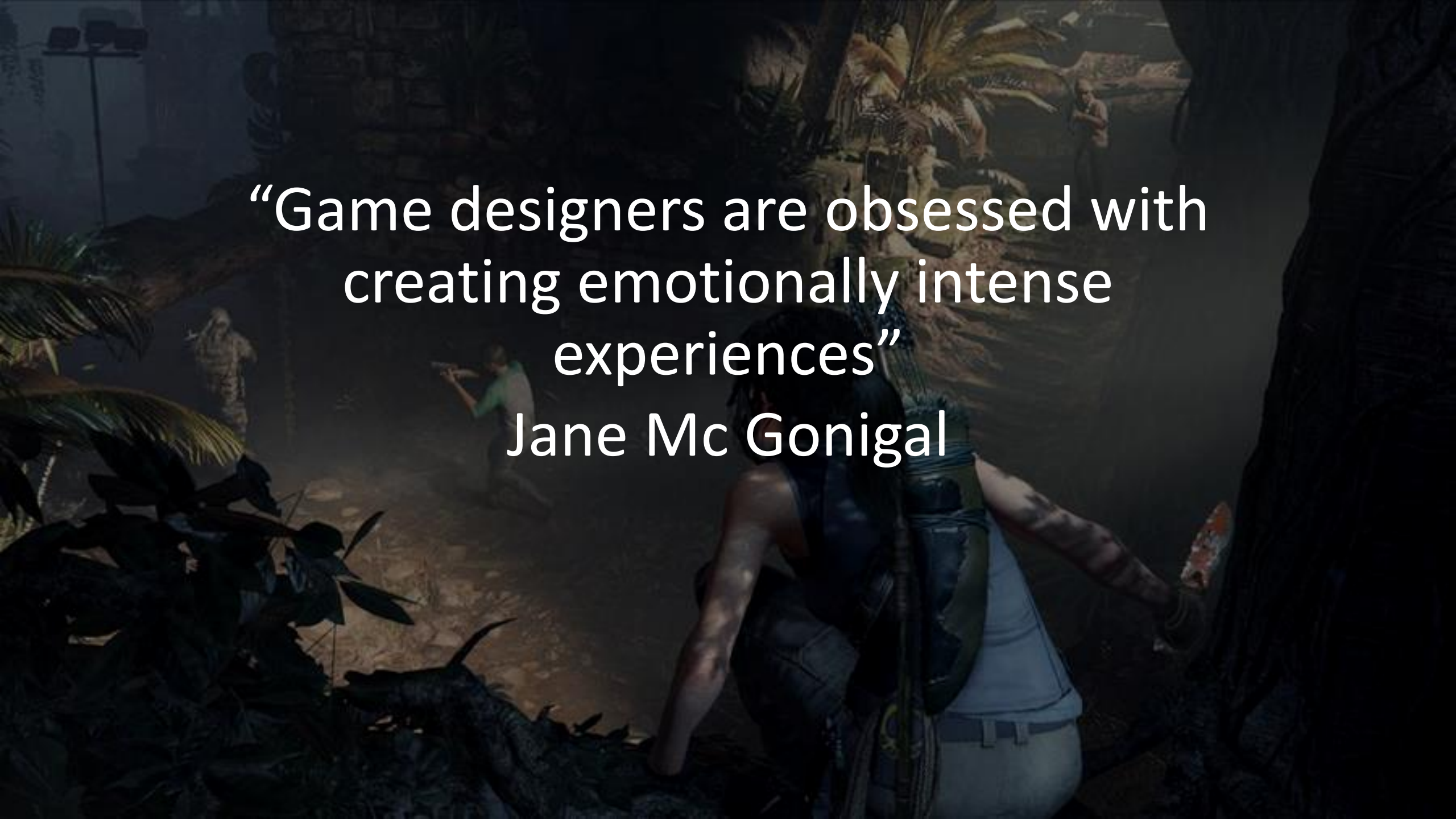
What is gamification?

Gamification

(pronounced game-i-fi-ka-tion)

is the application of game dynamics, game psychology and game mechanics to non-game situations and applications



A screenshot from the video game Tomb Raider, showing the character Lara Croft in a jungle environment. She is seen from behind, wearing her signature outfit and a backpack, with a knife in her right hand. In the background, there are other characters, including one holding a gun, and a body of water. The scene is dimly lit, with a focus on the central text.

“Game designers are obsessed with
creating emotionally intense
experiences”

Jane Mc Gonigal

Social



Achievement



Immersion



Why do people play games?

Gamification in recruitment and testing



Games test ability to overcome obstacles



It is the language of young people all over the world



Games transcend diversity barriers



Traditional techniques have strong personal bias



7 SEAS

A SUBMARINE ADVENTURE WITHOUT LIMITS

**ARE YOU READY
FOR YOUR ADVENTURES?**

TRAVEL THE 7 SEAS
ON PATROL 24/7 X 365
MAKE A DIFFERENCE




Trend 1: E-Sports are growing



What does gaming teach people?



Problem solving
Resilience



Strategy
Critical thinking

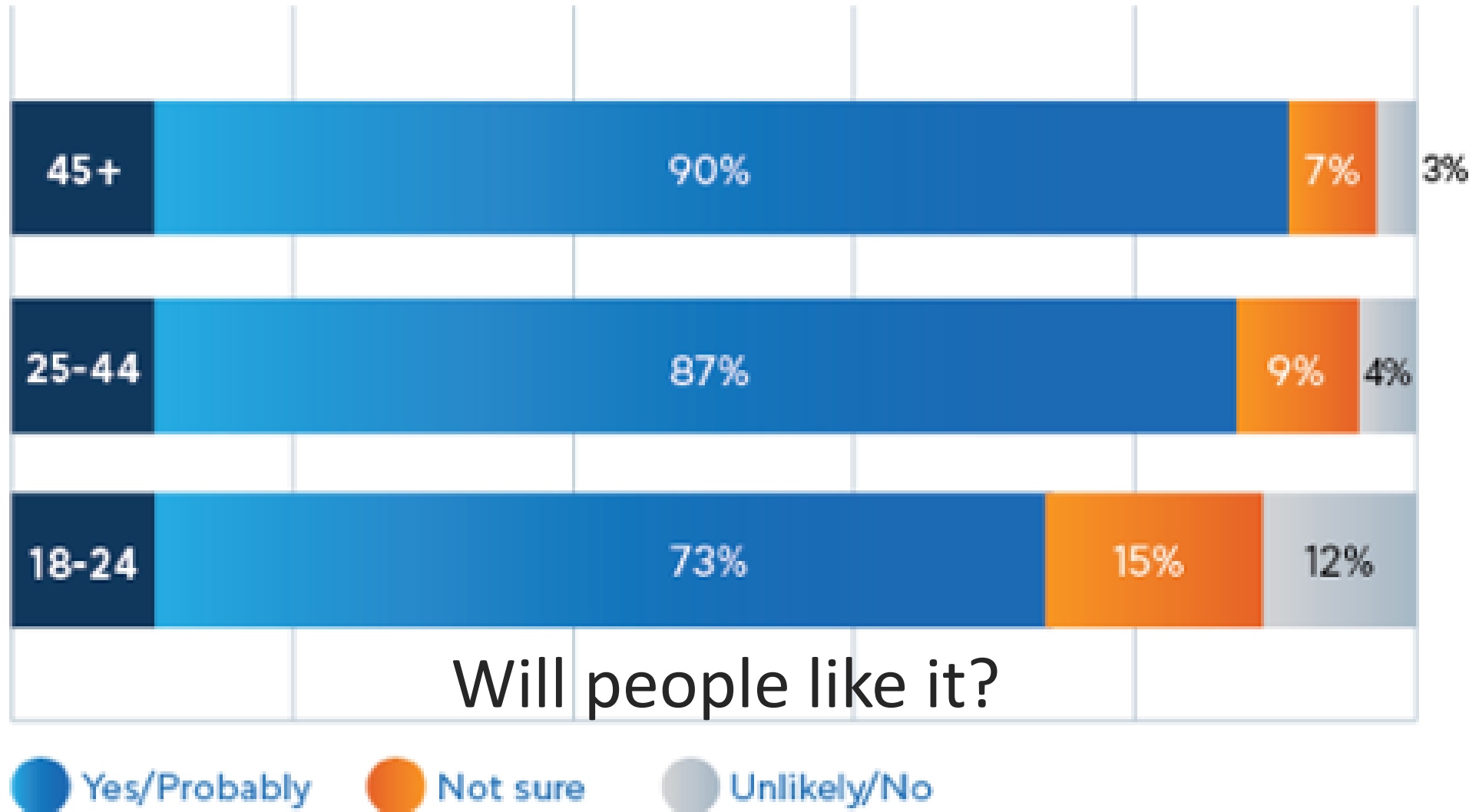


Team work
Communication
skills



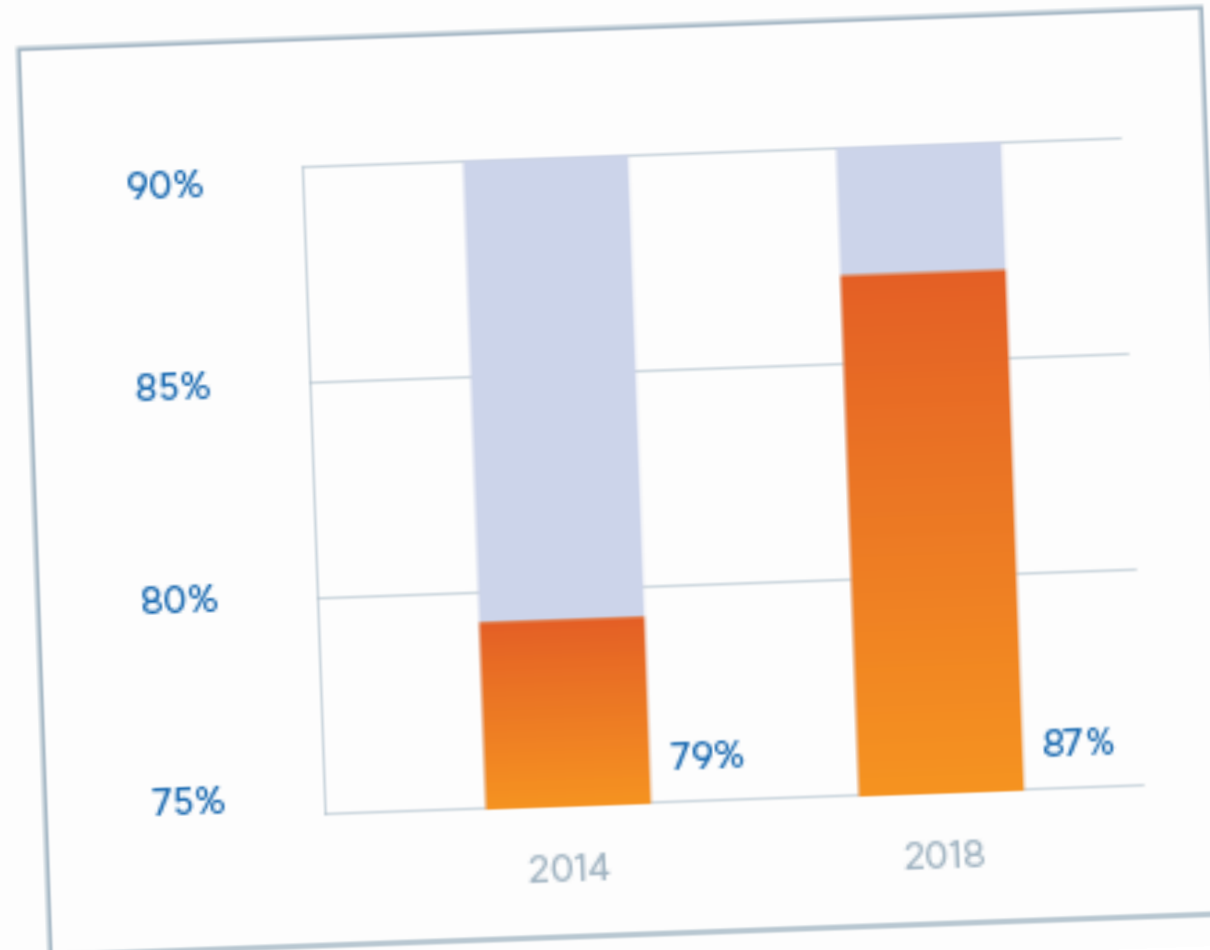
Trend 2: Acceptance of gamification

AGE vs GAMIFICATION ATTITUDE



DO YOU BELIEVE YOU'D BE MORE PRODUCTIVE / GET BETTER RESULTS IF YOUR WORK WERE MADE MORE GAME-LIKE?


2014 vs 2018



Source: The 2018 Talent LMS gamification survey

Where are companies using gamification?





Trend 3: It's all around us

- Social media
- Smart watches
- Health trackers
- Leaderboards
- Competitions
- Simulations
- Etc...

The scary hiring statistics

- The average job receives 250 applications, yet **the candidate chosen by the company fails 30 to 50% of the time**
- Resume and CV review leads to women and minorities being at a **50-67% disadvantage**
- 83% of candidates rate their hiring experience as poor
- **45% of applicants never even hear back** from the company



Psychometric testing



80% of candidates find traditional psychometric testing stressful and frustrating, because they can't express their individual strength



75% of students preferred game based assessment testing



In game based assessments real candidate behaviour comes forward and is measurable against your competency profiles

How can we measure if it successful?



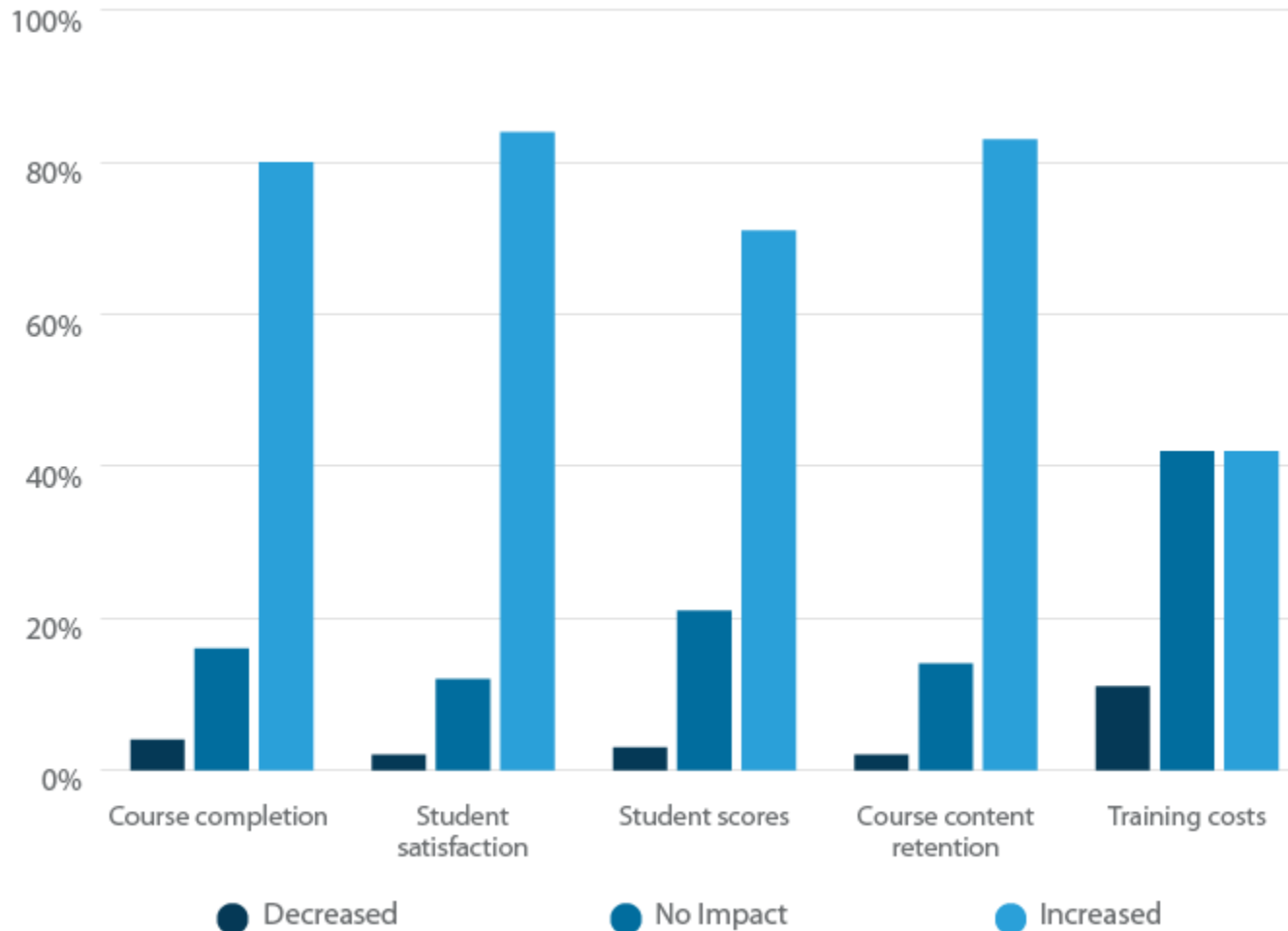
- What are the objectives?
- How are they currently measured?
- How can we measure them in future?
- What will tell you 100% that this project has been a success?

Source: study by
University of Colorado

Gamification results to date:

- 14% higher in skill-based-knowledge assessments,
- 11% higher in terms of factual-knowledge
- 9% increase in retention rate.

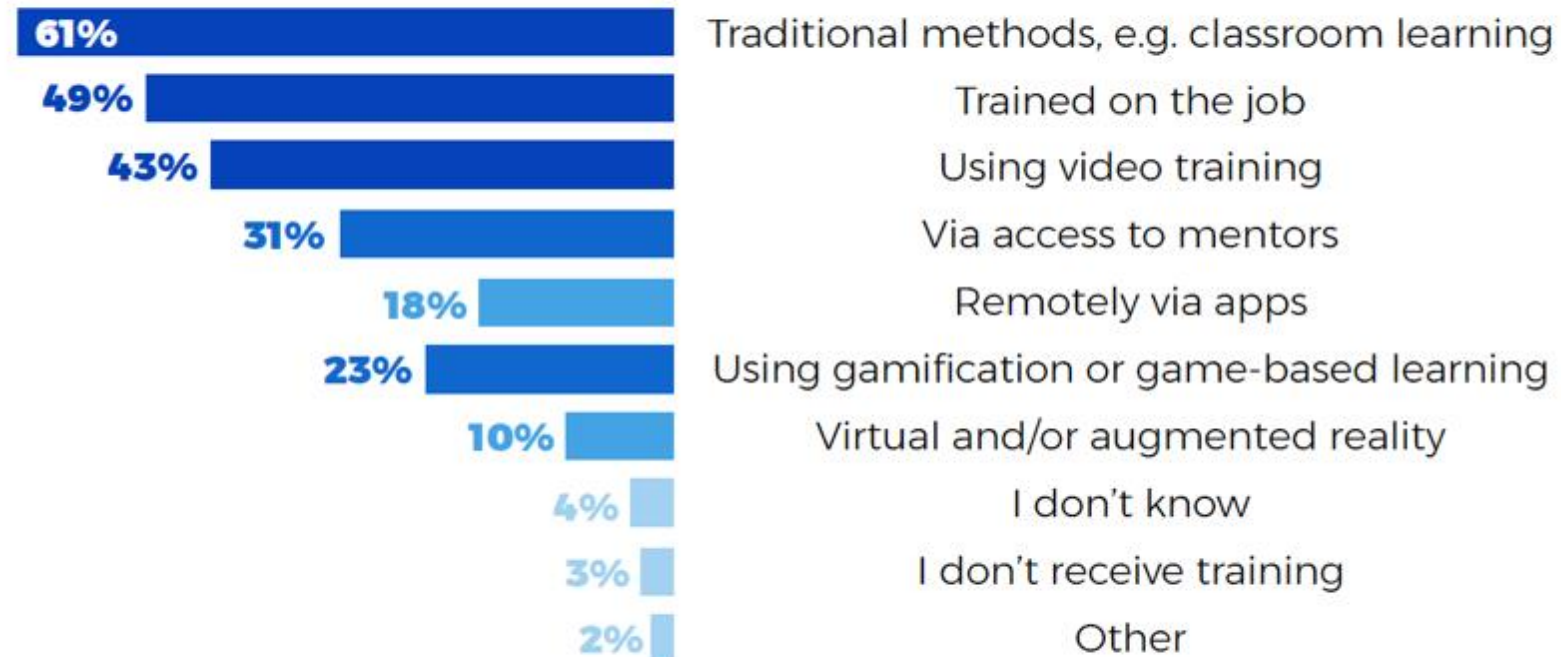
Result achieved with gamified learning tracks



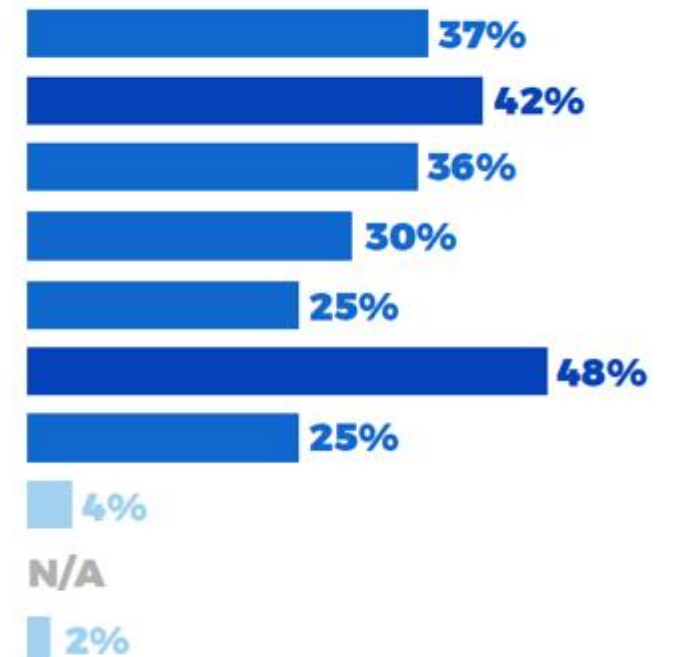
Source: Capterra & Talent LMS

Is gamification relevant?

How are you currently trained in the workplace?



How would you prefer to be trained in the workplace?





A Case Study
for training
submariners
through
gamification

Earn your dolphins

Learning to perform safely in high risk environments:

Benefits desired

- Train as we operate;
- Train for the unexpected in safe synthetic environments;
- To practice to make perfect;
- To be a Learning organisation; IPD and CPD;
- To meet the aspirations of current and future employees
- To enable personalised training;
- To move to constructivist Training delivering opportunity for all;
- To enable safe and accessible learning 24/7;
- To provide a digital learning experience;
- Providing a cost and resource efficient approach and more effective in terms of capacity and success.

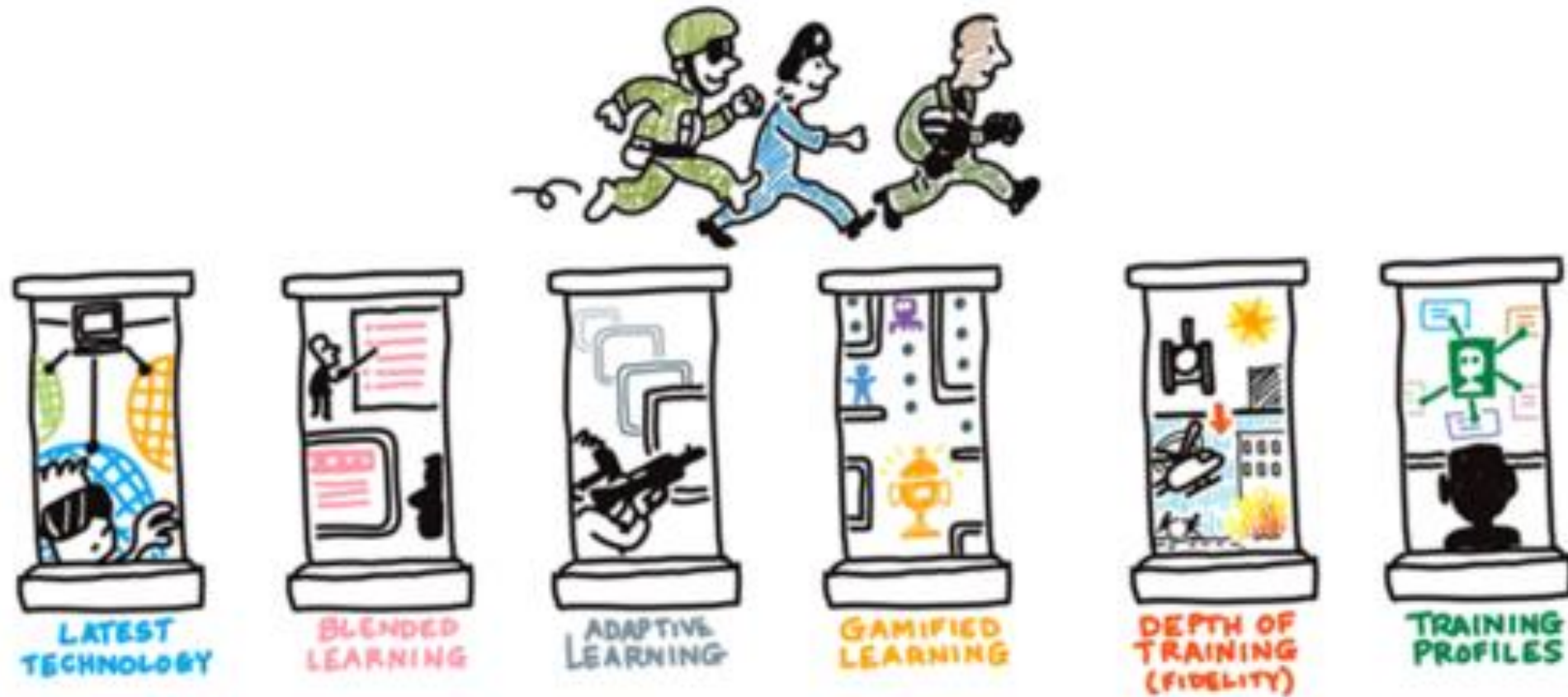


Future Learning Vision

- Initially developed to address the navy need to modernise a future recruit's training experience
- Enable transfer training from 'at sea' to shore
- Train anywhere / any time / multiple devices
- Compress training time
- Avoid 'Hot bunking'
- Increased operational surge flexibility
- Address maritime SQEP gap
- Attract next generation of recruits with an engaging training experience



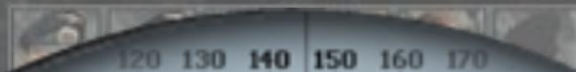
QinetiQ xCITE Vision: Key Themes



Navigation



Crew

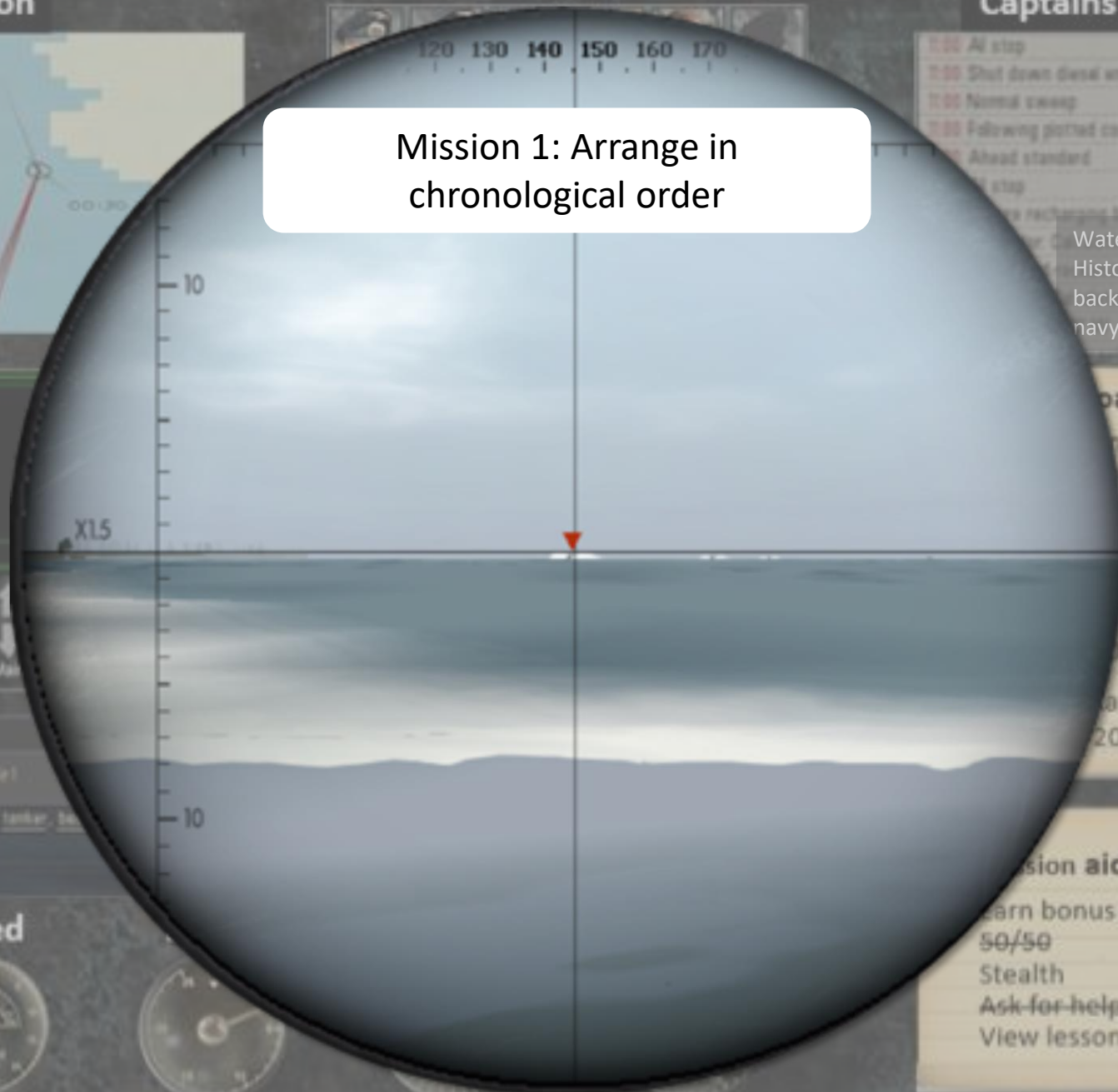


Captains Messages

11:00 All stop
11:00 Shut down diesel engines!
11:00 Normal sweep
11:00 Following plotted course!
11:00 Ahead standard
11:00 All stop
11:00 Recharging batteries

Water line level:
History and
background of RN
navy

Mission 1: Arrange in
chronological order



Board

00pts

ve

0pts

0pts

ate

200pts

Mission aids

earn bonus points

50/50

Stealth

Ask for help

View lesson video, text

Speed





CASE STUDIES

Client problem

Explaining gamification and game design to people who don't play games and often don't like games

Solution

A card deck with the game design steps broken down, which is now used to assist in workshops

Results

100% better understanding of the game design process and I now succeed each time to help people along in visualizing how this would work for their organization.

Customer Types

Why does your customer buy?



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Employee Types

Why does your employee work?



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Learning Types

What does your player learn?



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THE LEARNING GAMIFICATION FRAMEWORK BY AN COPPENS

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Why are
they
learning?

LEVEL 1
Content
gamification

LEVEL 2
Systems
gamification

LEVEL 3
Evidence
of learning
gamification

What is their
desired level
of proof

Source: An Coppens (2014)
www.gamificationnation.com



GAMIFICATION
NATION



CASE STUDIES

Client problem

Insurance sales agents are not comfortable speaking to SME business owners about cyber security because they don't understand the impact

Solution

A collaborative board game where the team has to defend a chosen business against cyber attacks for use at events and training sessions

Results

80% increase in confidence of sales agents, active retention of scenarios to give them starting points with clients. Project won the Excellence in No-tech gamification design at GamiCon 2018 in Chicago. We continue to build extension packs to the game.

GamiCon

2018 Winner

EXCELLENCE IN NO-TECH
GAMIFICATION DESIGN

Hacksagon!

CHUBB



Compliance

Insurance

Market research

Business with
critical systems

Business with
customer data

Website

Cloud server
provider

SCADA/ICS
system

Regulations

Payroll/Finance
system



Successful
scenario

Reception

Out of office

CHUBB

Manufacturing
scenarios

Retail
scenarios

Healthcare
scenarios

Education
scenarios

Government
scenarios

Hacksagon!

Positive
impact

Hacksagon!

Healthcare
scenarios





THANK YOU

More information?

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