



Gamification

Study Tour 2012



Welcome!



Agenda

- Introduction
- Learn about Gamification
 - Points
 - Recognition
 - Leader boards
- Breakout Session
- Learn about Gamification
 - Psychology of Gamification
 - Best Practice and Recommendations
- Review, Feedback and Questions



Introduction

Who are we?

Scott Blunden
Project and Bid
Manager at
Thales



Alexa Briggs
Programme
Manager at
Ernst & Young



Douglas Silva
Project Manager
at Soil Machine
Dynamics Ltd.



Leila Kirk
Project
Manager at
Mouchel
Limited



**Natacha
Redon**
Junior Project
Manager at
Turner &
Townsend



**Fernande van
Schelle**
Sub Contract
Manager at
Thales



Sachio Baig
Assistant
Project
Manager at
Jacobs UK
Limited

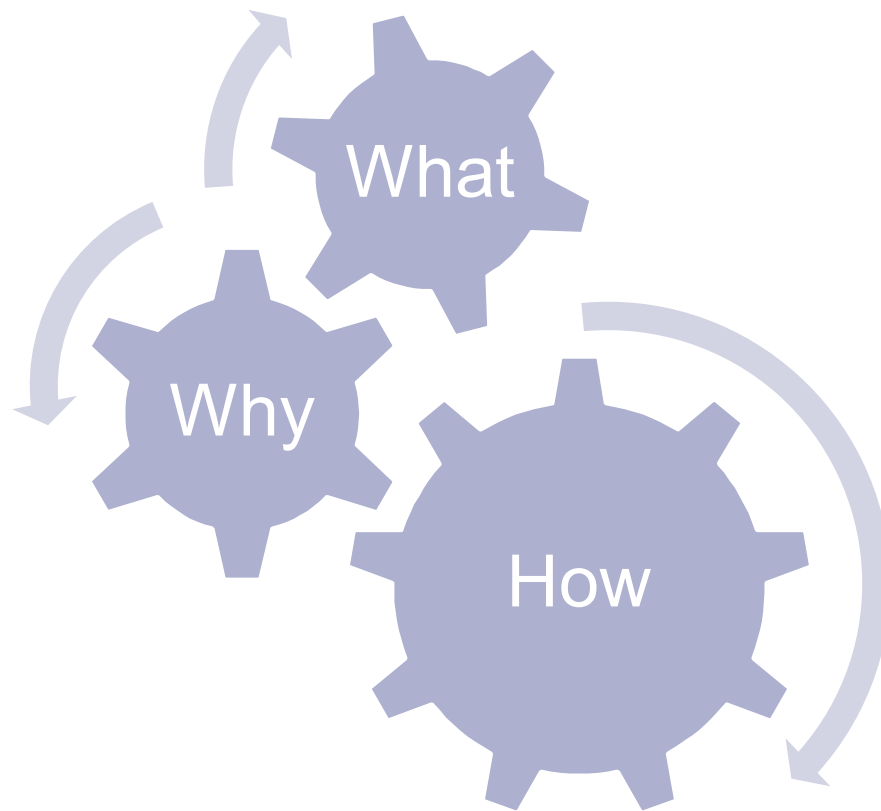
Richard Holland
Project
Manager at
Thales



Laura Beasley
Project
Manager at
Mouchel
Limited



What have we been doing?





The Deliverables

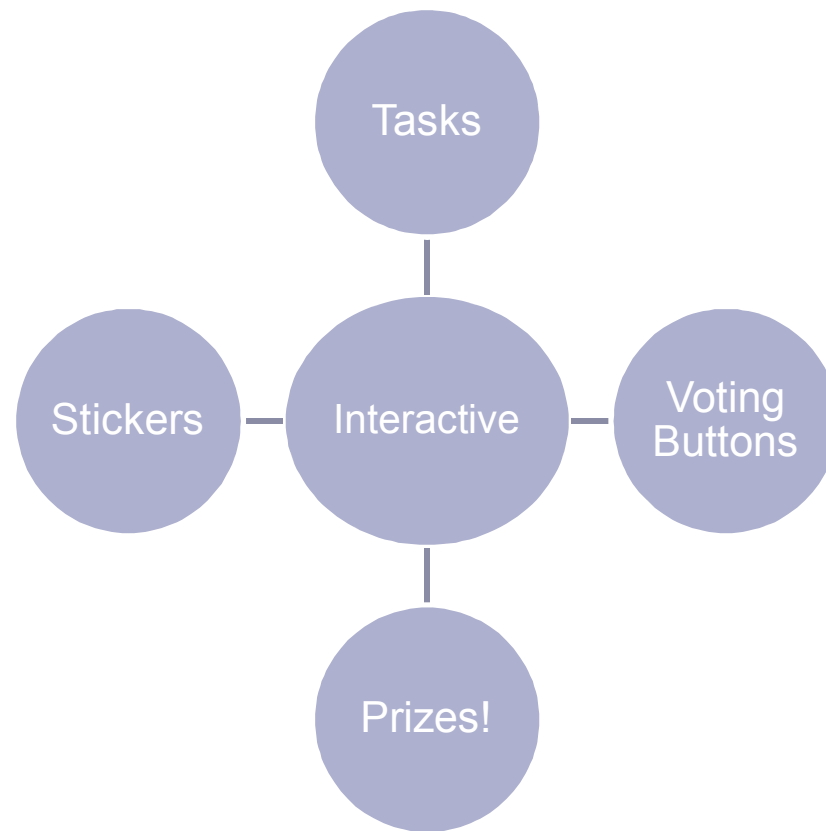
APM Forum
Group
Artefacts

Final Report

Evening
Event

Project
Magazine
Article

What to expect from this evening



Did I just say prizes...?

Tasks	Description	Points
1	Answer a question	5
2	Ask a question	10
3	Ask a question that includes the words to a well know song title (To gain points for this you must get a round of applause from the audience)	15
4	Spot the hidden PacMan in the slides (Person has to stand and say 'Seen it')	10
5	Solve the riddle (Riddle that ends with people texting a message to a number. First 5 to arrive get points)	30
6	Obtain a badge in the Breakout Activity	30
7	Achieve a perfect 10 in the Gamification Challenge	20



Learn about Gamification

Gamification

- The technique of using game mechanics in non-game businesses to increase:
 - Efficiency
 - Customer loyalty
 - Engagement.



Games vs Work

Source:	Work	Game
Autonomy	mid to low	high
Collaboration	Yes	yes
Failure	forbidden, punished, don't talk about it	expected, encouraged, spectacular, brag about it
Feedback	once a year	constantly
Goals	contradictory, vague	clear
Information	too much and not enough	right amount at the right time
Narrative	only if you are lucky	yes
Obstacles	accidental	on purpose
Path to Mastery	Unclear	clear
Promotion	kiss-up-o-gracy	meritocracy
Rules	Unclear, intransparent	clear, transparent
Speed/Risk	Low	high
Status of Users	Hidden	transparent, timely
Tasks	repetitive, dull	repetitive, fun

Recognition



Leaderboards

2012 MEDAL TABLE ACCORDING TO THE BRITS:

					
Rank by Gold	Country	Gold	Silver	Bronze	Total
1	 People's Republic of China	36	23	19	78
2	 United States of America	34	23	25	82
3	 Great Britain	24	13	14	51
4	 Republic of Korea	12	7	6	25
5	 Russian Federation	11	20	23	54

2012 MEDAL TABLE ACCORDING TO THE AMERICANS:

COUNTRY	MEDALISTS				TOTAL
 United States	See names	34	23	25	82
 China	See names	36	23	19	78
 Russia	See names	11	20	23	54
 Great Britain	See names	24	13	14	51
 Germany	See names	9	15	10	34



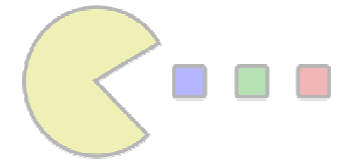
Break Out Session



Session Instructions

- In your tables, review the two project management problems.
- Suggest a piece of advice for each

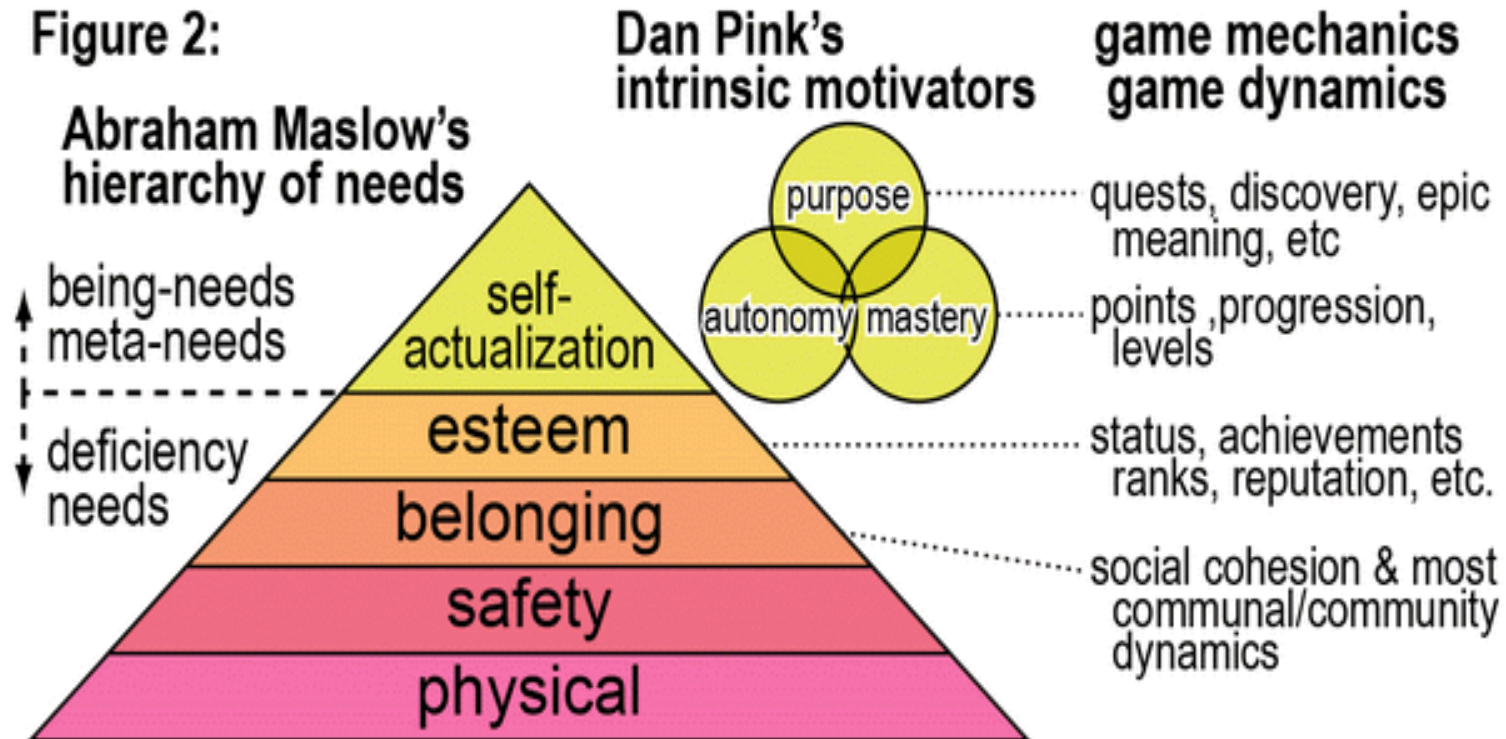
Badges



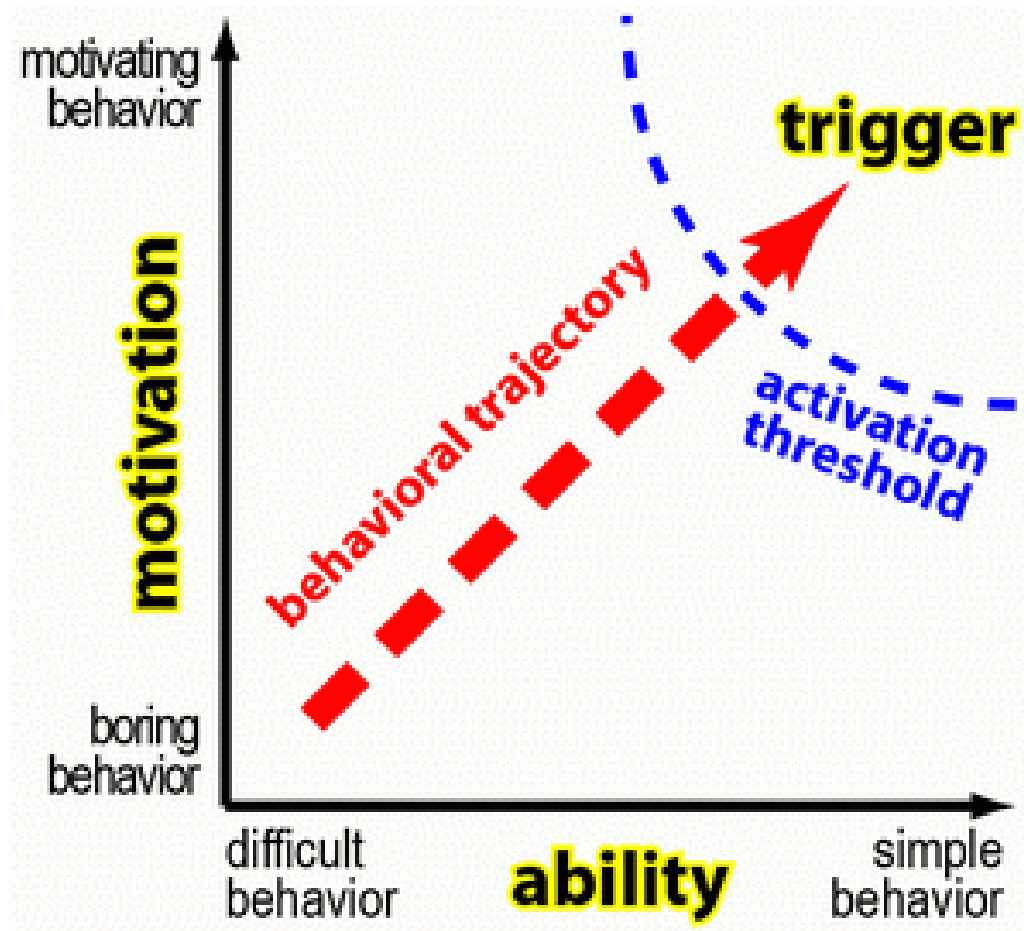


Psychology

Psychology



Psychology





Good Practice and Recommendations



Cranfield
UNIVERSITY



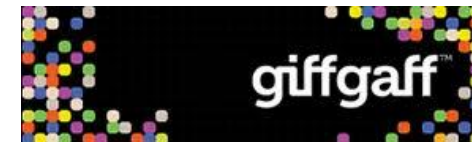
Gartner®

 **BUNCHBALL**
THE LEADER IN GAMIFICATION

CognoLink

DWP
Department for
Work and Pensions

bluewolf
guarantee success.™



 **Capgemini**
CONSULTING.TECHNOLOGY.OUTSOURCING

Enterprise Gamification
Workshops



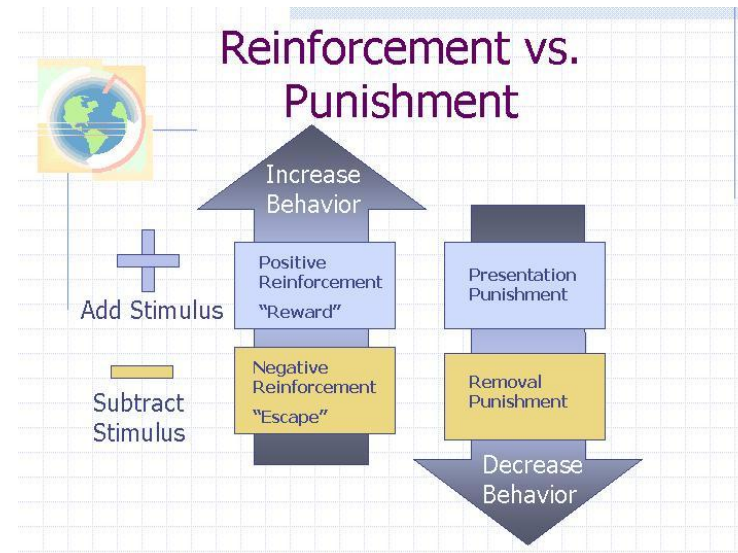
The Pros and the Cons



Gamification of Projects



Gamification Conclusions/Good Practice





Questions and Feedback



Links

- <http://www.apm.org.uk/group/gamification-study-tour>
- <http://www.apm.org.uk/news/gamification-best-practice-and-key-topics>



Prizes!

Final thought

