



dynargie



# GAMIFICATION.

By Dynargie

# WHAT IS IT?

*Gamification is the use of elements and techniques to design a game in a business environment.*

*It is not a mathematical model, nor a simulation where one is called to play in given situations.*



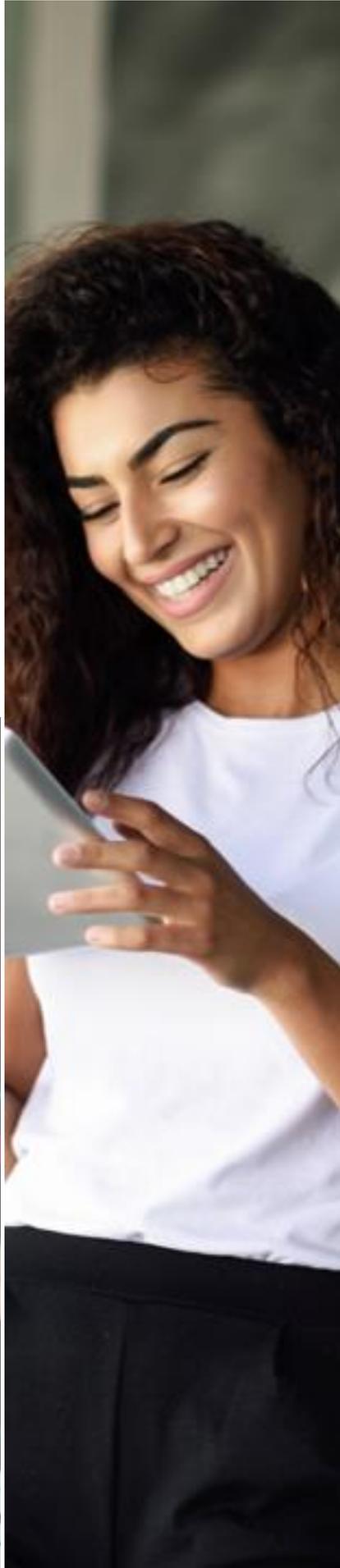
# THE NEED THAT WE NOTICE

The most important need that gamification responds to is to **increase the participants' commitment** during the educational process. This need, of course, has always existed. What has made it even more compelling is **Remote Working**. In the past, training took place in a specific location where participants had the opportunity to be close to the trainer for several hours and for many days, the participants' commitment was possible from the beginning, less or more depending on the individual.

Today, due to the remote environment the training process has been increased in time and divided into shorter training sessions. The interaction time with the instructor and consequently the commitment has been reduced as the training modules now last in average 3 to 3.5 hours.

Due to the distance between the trainer and the trainee, part of the learning process has been transferred out of the "classroom". For example, when the trainees receive an exercise, a video, or a quiz that they have to answer or use in the training, they should have an extra motivation to do it, since they are no longer in the classroom with the other trainees and their trainer at that moment.

Remote Working made it more necessary to engage the participants during training in order to achieve learning.



Additionally, the growing demands of the younger generations, as well as Dynargie tendency to always follow the time evolution in the field of soft skills training, further strengthen the use of gamification by our organization as a key tool to increase commitment of the trainees.

# WHAT ARE THE INDISPUTABLE ADVANTAGES OF GAMIFICATION?

## ADVANTAGES



Encourages behavior change



Provides immediate feedback



Increases the learner's  
commitment



Stimulates competition



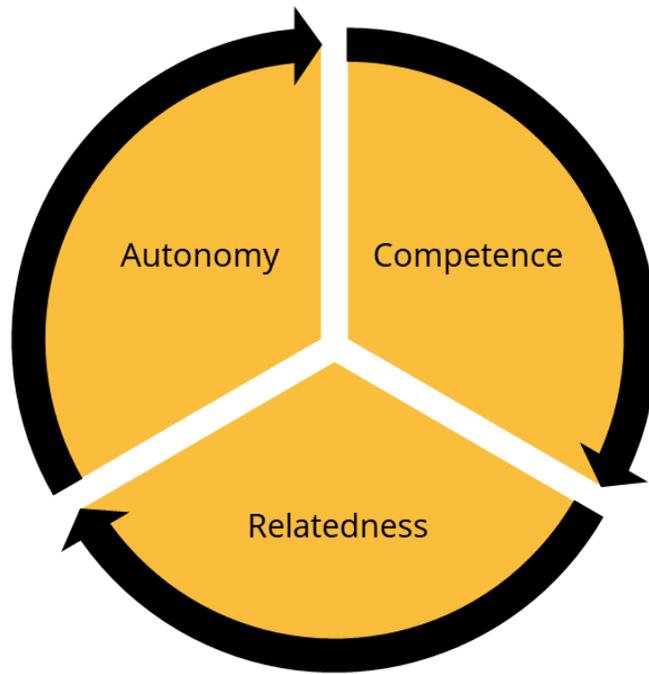
Maintains the momentum of  
self paced learning



Augments the retention and recall

# WHY DOES GAMIFICATION WORK?

Self determination theory elements



Based on the self-determination theory, there are three key factors that make gamification a successful tool in the field of training and increases the commitment of participants:

**1. Competence**, which is the feeling that I can achieve something. For example, during the training, the participant answers some quizzes receiving immediate feedback on his / her possibilities. Thus, he feels capable and that he utilizes the knowledge he acquires, which in fact makes him want to move forward (motivation).

**2. Relatedness**, which is the feeling that I am playing with others and trying to be the first in a group of people, is an element that "builds" the social connection between the participants.

**3. Autonomy**, ie the autonomy that one feels when he/she can respond to tasks based on one's own time, having his/her own control of the situation, is the third factor that makes gamification effective.

Let's not forget that the human brain is programmed to crave problem solving, assignments, feedback, enhancement and all the experiences provided by gamification.



## WHEN IS GAMIFICATION MORE NECESSARY?

Gamification is necessary mainly in **long-term trainings** that want to keep the participants' interest undiminished, and at the same time their effort will be measurable and easy to be recorded.

In addition, it is useful for companies and organizations that have tried a lot in the field of skills development and want **something different that will excite the participants** and will not be based only on the content of the training.

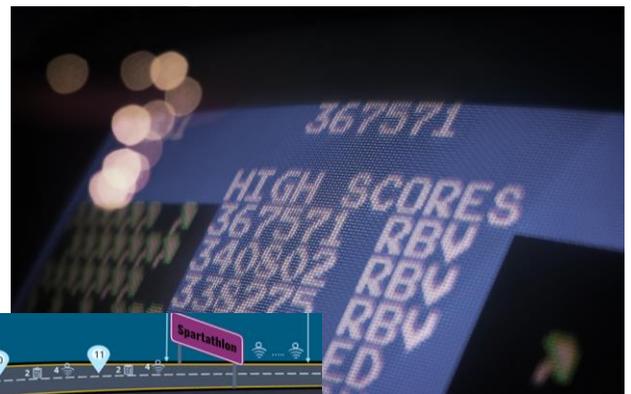
Finally, it is necessary in a company / organization that its culture is close to the **philosophy of competition**, which is coordinated with the nature of gamification.

For a successful gamification “recipe”, we have identified the following ingredients as the most necessary:

1. A **clear educational path** that the players will follow.
2. The **performance points** that will be collected at each point of the route and that show the progress of each player.
3. The **badges** that are rewarding and help visualize players' achievements.
4. The **individual score**, but also the **team score** through the creation of teams.
5. **Leaderboards** that show everyone's performance and help maintain the transparency throughout the game.

6. The **different game levels** that correspond to the educational modules.
7. The **time constraints** that limit players to respond to assignments within a specific time frame.
8. The **negative scoring**.
9. The **immediate feedback**, that a participant will be aware at any time for the successful/unsuccessful exercise completion.

## POINTS & BADGES



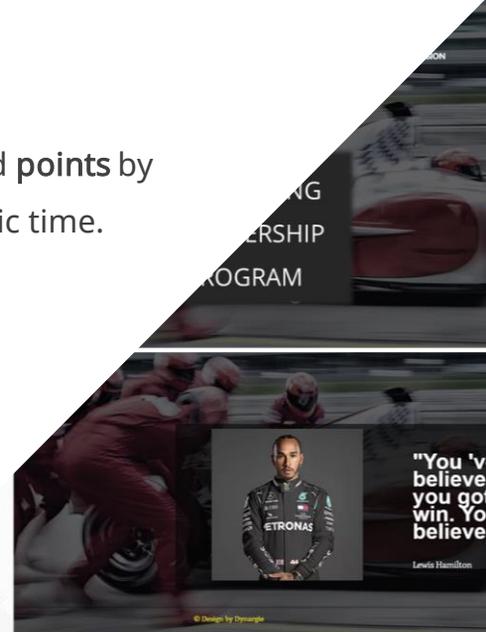
**WHAT ARE THE MAIN INGREDIENTS OF GAMIFICATION;**

# HOW DYNARGIE IMPLEMENTS IT?

During Dynargie trainings each participant earns **badges** and **points** by giving correct answers to assignments / tasks within a specific time.

The **types of tasks** for which a participant is scored are:

1. His presence in the educational modules
2. Knowledge tests/quizzes
3. Questionnaires
4. Participation in Digital Games
5. Nano learning assignments
6. Creating a personal development plan and monitoring it through the Dynargie digital platform (Dplatform)



Finally, a concept is created based on which a digital environment is built that is the visualization of gamification.

# OBSTACLES & SUCCESS FACTORS

The main obstacles we were called upon to solve and successfully overcame were mainly legal issues related to **privacy** and the legal framework for the **protection of personal data**, as well as the **successful creation of an algorithm** that supports a comprehensive and **well-established score system** behind gamification.

The success factors are:

1. Creating **individual and team scores**. It has been observed that people are more motivated when it comes to contributing to their team, both for reasons of **social pressure** and for reasons of **team spirit**.
2. The creation of **different leaderboards** for each module, not only to the entirety, gives motivation to the participants not to give up, even if they have not done well in some of the thematic modules. In addition, they can see the overall ranking at any time and have **immediate feedback** on their effort.



A handwritten signature in black ink, appearing to read 'Takis Morfis'.

Takis Morfis  
Managing Partner Dynargie Greece



**dynargie**