

# Applied Gamification for HR

Spurring actions with behaviour-motivating techniques



**Book now**  
to save much more off the Regular Price!

**Hong Kong**  
**16-17 September 2019**

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## LEARN HOW TO

1. Motivate and engage employees with gamification.
2. Apply suitable gamification techniques to different employee segments.
3. Design a fun, engaging and cost-efficient gamification framework tailored for your organisation.
4. Infuse strategic thinking into HR gamification design to ensure business objectives are met.
5. Deliver high ROI on HR processes in recruitment, induction, engagement, training and retention.
6. Win over senior management and your team to get stakeholder buy-in for gamification projects.
7. Optimise gamification through exciting hands-on exercises, world-class case studies and best practices.
8. Implement effective HR gamification strategies to enhance employee engagement for your organisation.

## ABOUT YOUR COURSE TRAINER



### Pete Jenkins

**Founder and Managing Director, GAMIFICATION+ LTD based in the UK**

Pete Jenkins is an international authority on gamification, a lifelong gamer, successful entrepreneur and a lecturer. As CEO of Gamification+ Ltd, he mentors and trains companies worldwide on the use of gamification to solve business challenges. Gamification+ won the Board of Trade Award from the UK's Department of International Trade in January 2019.

Pete is in his 11th year as Entrepreneur in Residence at the University of Brighton. He lectures on gamification and entrepreneurship at undergraduate and post-graduate levels. He also guest lectures on Gamification at King's College London and at ESCP Europe.

Pete is also Practice Director, Gamification at Intelstream Inc. in Chicago, USA. A strategic advisory company in the CRM space. Intelstream Inc. created Splash, a gamified onboarding and goal setting app for SugarCRM.

## PAST TESTIMONIALS OF THE COURSE TRAINER

- "A fun, insightful and engaging course with a highly inspirational trainer." – *Programme Manager, American Express*
- "A very patient trainer who provided extremely useful concepts and tools." – *First Vice President, United Overseas Bank (UOB)*
- "Pete was very engaging. His course was conducted at a very comfortable pace that enabled me to learn a lot over the two days." – *Learning and Development Manager, National Heritage Board Singapore*

## COMPANIES THAT HAVE BENEFITED FROM PETE'S EXPERTISE

- Accenture
- Adidas
- Airbus
- Allianz Insurance
- American Express
- AON
- BASF
- British Council
- Celcom
- Changi Airport Group
- CVC Capital Partners
- CIPD, UK
- DBS
- Dell
- DHL Express
- Dubai Airports
- Dubai Duty Free
- Electronic Temperature Instruments
- Fonterra
- Housing & Development Board
- HSBC
- Indonesia Financial Services Authority
- Infineon Technologies
- Intel Malaysia
- JTC
- KLM Royal Dutch Airlines
- Kuala Lumpur Convention Centre
- Marina Bay Sands Singapore
- Masan Group Vietnam
- Mead Johnson Nutrition
- National Heritage Board
- Pearson Education
- PwC
- SAP
- Sealed Air Corporation
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## WHY YOU SHOULD ATTEND

Gamification is generally understood as the use of game design techniques in business or other non-game environments. This is typically done through the creation of a serious game or simulation, or through components such as points, badges, levels, leaderboards, quizzes and puzzles aimed at injecting elements of fun and excitement into business processes.

Gamification's potential application to HR is limitless: from attracting the right talent to induction and onboarding; from improving learning and development effectiveness to cultivating a collaborative culture. But how can we gamify our HR processes in cost-efficient ways?

Let Pete Jenkins, the world's number one gamification expert, tell you how!

This two-day interactive masterclass provides the best opportunity for participants to fully appreciate the business impact of HR gamification. Fun, motivating and engaging, gamification could serve as a powerful solution to modern workforce challenges.

Employing a business-centric approach in order to cater to the increasing demand for HR to add business value to the organisation, participants will gain a holistic understanding and appreciation of the strategic value they could deliver to the business via applied gamification.

Join us today to learn how to employ gamification techniques in HR processes to increase productivity and ROI, and enhance employee motivation and engagement!

## WHO SHOULD ATTEND

- Chief Human Capital Officers
- Directors, Vice Presidents, Department Heads, Managers and Team Leads in charge of:
  - Human Resources
  - Organisational Development
  - Metrics and Analytics
  - Compensation and Benefits
  - Change Management
  - Team Management
  - Performance Management
  - Employer Branding
  - Employee Experience
  - Other departments in the HR function
  - HR Business Partners and Consultants

All other professional/business stakeholders involved in organisational development, employee experience, change management, team management and performance management.

# COURSE OUTLINE - DAY 1

TIME	
8.45am	<b>Registration</b>
9.00am	<b>1. Welcome, Introduction and Delegate Objectives</b> Delegates will have a chance to get to know each other and discuss any topics or challenges that will be useful for training purposes. <b>2. The Theory Behind Gamification</b> Gamification is about understanding why certain game mechanics are so engaging and fun and how to choose which game techniques we should be using in any given situation. <ul style="list-style-type: none"><li>• What is gamification?</li><li>• Understanding the position of gamification on the spectrum of playful business tools</li><li>• The neuroscience behind effective gamification: main neurotransmitters to focus on for motivation and interactive exercise to demonstrate effectiveness</li><li>• Motivational psychology: Maslow's Hierarchy of Needs, Self Determination Theory, Dan Pink, Marczewski's Three Layers of Motivation and Flow</li></ul> <b>Activities:</b> <ul style="list-style-type: none"><li>• <b>Create an avatar.</b></li><li>• <b>Discuss the difference between User Experience (UX) design and gamification.</b></li><li>• <b>Play a serious game.</b></li></ul>
10.30am	<b>Break</b>
10.45am	<b>3. Analysing How Gamification Can Be Used For HR</b> Looking at examples of gamification used for HR and understand the game mechanics, aesthetics and dynamics being applied in the workplace. <ul style="list-style-type: none"><li>• Attracting the right talent – employer branding and candidate selection</li><li>• Induction and onboarding processes</li><li>• Improving the effectiveness of training and eLearning</li><li>• Collaboration and innovation - motivate employees to share, learn, create and grow together</li><li>• Marketing and Social Advocacy - drive your employees to share information and be advocates for the company</li><li>• Peer recognition and wellbeing - retaining employees</li></ul> <b>Activities:</b> <ul style="list-style-type: none"><li>• <b>Apply our first tool, the lens of the player journey to HR outcomes.</b></li><li>• <b>Play a game to highlight good onboarding techniques.</b></li><li>• <b>Create a choose-your-own-adventure game to show employees the consequences of the decisions they take.</b></li><li>• <b>Discuss how to design to create useful emotive states.</b></li></ul>
12.30pm	<b>Lunch</b>
1:30pm	<b>4. Gamification Prototyping</b> To understand gamification we need to understand how to apply game mechanics, dynamics and aesthetics. Our gamification prototyping exercise is designed to help you experience applied game design on a practical issue you'd like to gamify. <ul style="list-style-type: none"><li>• <b>Rules &amp; Win States:</b> In every game and Gamification, rules and winning states are what makes games fun and rewarding for people to play</li><li>• <b>Game Mechanics:</b> The game mechanics that we use in each game determine the way players feel and behave in the game. The same goes for Gamification.</li><li>• <b>Prototyping:</b> Prototyping is a very important stage both in games and Gamification. It's where you get a first feel of how engaging your idea is.</li><li>• <b>Play Testing:</b> Play testing means putting your prototype in people's hands and getting feedback on what works and what needs improvement.</li></ul> <b>Activity:</b> <ul style="list-style-type: none"><li>• <b>Discuss which games and game elements are most effective to each of us and the differences between us.</b></li></ul>
3.00pm	<b>Break</b>
3.15pm	<b>5. Gamification Prototyping (Continued)</b>
5.00pm	<b>End</b>

## COURSE OUTLINE - DAY 2

TIME	
8.45am	<b>Registration</b>
9.00am	<b>6. Implementing Gamification and Follow-up Planning</b> Develop the knowledge, understanding and skills to plan effective gamification projects for your organisation, as well as how to avoid common pitfalls. <ul style="list-style-type: none"><li>• Agreeing and prioritising business objectives – assess if gamification is the right answer for your requirement</li><li>• Gathering intelligence on the environment, platforms and existing metrics</li><li>• Defining the required user behaviour change(s)</li><li>• Strategies for motivating employees – demographics, rewards, and player types (Marczewski's Player Types Hexad)</li><li>• Design and specify your prototype – theme, user journey and play testing</li><li>• Production - Choosing a technology platform or partner, testing and roll-out</li><li>• Follow up planning - dealing with high achievers in your game, monitoring game mechanic effectiveness and keeping users engaged in the longer term.</li></ul> <b>Activities:</b> <ul style="list-style-type: none"><li>• Reassess and discuss where participants feel gamification is most application in their organisations.</li><li>• Take a survey to understand who we are as players.</li><li>• Work through a real HR objective and apply the steps of gamification design process to gamifying that objective.</li><li>• Play a card game to understand which game elements maps to which player types.</li></ul>
10.30am	<b>Break</b>
10.45am	<b>7. Improving Playability, Engagement and User Adoption</b> Taking your gamification implementation from fun to exceptional. Reflecting on key questions to ask about your project to increase the breadth, depth and design of the player experience. <b>Activity:</b> <ul style="list-style-type: none"><li>• Discuss how to bring real world experiences into the game world.</li></ul>
12.30pm	<b>Lunch</b>
1:30pm	<b>8. Pitching Your Gamification Project</b> How to make your project enticing and irresistible to all stakeholders. <ul style="list-style-type: none"><li>• Genre, themes and storytelling in games</li><li>• Get buy in from decision makers and budget holders</li><li>• Get buy in from your team:<ol style="list-style-type: none"><li>raise awareness of the project</li><li>improve initial adoption</li><li>maintain the project, refine and refresh</li></ol></li><li>• Pitch your gamification project</li><li>• Overcoming common objections – discussion</li><li>• Ethics and next steps</li></ul> <b>Activity:</b> <ul style="list-style-type: none"><li>• Instructor will feedback on how to realistically get participants' desired gamification projects up and running, with practical next steps.</li></ul>
3:00pm	<b>Break</b>
3.15pm	<b>9. Pitching Your Gamification Project (Continued)</b>
5.00pm	<b>End</b>

## REGISTER NOW

Applied Gamification for HR	
Location	Hong Kong
Dates	16-17 September 2019
Price Per Person	<p>Early Bird: <b>HKD 10,888</b> (on or before 16<sup>th</sup> August )</p> <p>Regular Price: <b>HKD 12,000</b> (after 16<sup>th</sup> August)</p>
Group Discount	10% off for Group Registrations of 3 delegates or more
Contact Person for Registration and Group Discounts	<p>[ Hong Kong ] <b>Hemalatha Siranjeevi</b> Project Manager Tel: +65 6423 0329 Email: <a href="mailto:hemalathas@humanresourcesonline.net">hemalathas@humanresourcesonline.net</a></p>
Amendment / Cancellation Policy	<ol style="list-style-type: none"><li>1. All bookings are final.</li><li>2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.</li><li>3. HR Masterclass Series cannot provide any refunds for cancellations.</li><li>4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.</li><li>5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event.</li></ol>

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## ABOUT HR MASTERCLASS SERIES

As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

**HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.**

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- BASF South East Asia
- Canon
- CapitaLand
- Dell
- DHL
- Discovery Networks
- DSO National Laboratories Singapore
- Energy Market Authority, Singapore
- Federal Express
- Gamuda
- Genting Malaysia
- Great Eastern Life Assurance
- Grey Group
- Hilton Hotels & Resorts
- Housing and Development Board Singapore
- Infineon Technologies
- Intel
- JTC Corporation
- Khazanah Nasional Berhad
- Levi Strauss Asia Pacific
- Malaysia Airlines
- Malaysia Airports Holdings
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- Marina Bay Sands Singapore
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- NetApp
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- Prudential
- S P Setia
- SAP
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMRT Corporation
- ST Logistics
- StarHub
- Siemens
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- United Overseas Bank (UOB)
- United Parcel Service
- Volvo
- Wartsila
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