

The Deconstruction of Games...

...to Entice, Engage, and Encourage

Gamification Design



Gamification Consultation

Train the Trainer

Our proven, trademarked system for gamification strategy design is what differentiates us in the marketplace. No cookie cutter solutions here. Rather than the platform dictating your strategy—we design the strategy and then you pick the right platform for you. We operate independently from any gamification, eLearning, or CRM platforms, so that we can make unbiased recommendations on the best platform(s) and technology to meet your needs.

We design a complete and detailed gamification strategy project plan, with a five-level ROI framework for analysis so that you can remain in full contact with the project at all times and have a strategic view of the end state, before we start. And we clearly define recommendations on the creative design, development, communications strategy, and roll-out plan for your gamification project so that you can follow a detailed implementation road map.

Finally, we don't just make learning fun, we show you how to accurately measure the 'required behaviors' vs. 'actual behaviors achieved' so that you can quantitatively show you have met performance and ROI targets.

GAMIFICATION DESIGN



- ✓ Clearly defined strategy for the creative design, development, and communications plan
- ✓ A five-level ROI framework for accurately measuring behaviors
- ✓ In-depth study of motivation profiles for targeted learners
- ✓ Platform agnostic; we work with your LMS or recommend the best platforms once design is completed
- ✓ Successful roll-out/ implementation plan for the project

TRAIN THE TRAINER



- ✓ Three levels of Gamification certification for facilitators and curriculum designers
- ✓ The ONLY gamification programs eligible for continuing education and recertification credits with SHRM, HRCI, and ATD
- ✓ Live and virtual versions available
- ✓ Uniform standards and criteria to ensure international unity within the L&D and gamification community.

GAMIFICATION CONSULTATION



We apply our robust and tested 7-stage Gamification Methodology to assess:

1. Effectiveness of your current gamification design
2. Roll-out/Implementation plan
3. The efficacy of the gamified environment in response to meeting business objectives
4. The usability, playability, engagement, user experience
5. "Flow" perception while engaging

