

**LMS** &

**GAMIFICATION**

talent  lms

Do you have a **learning management system in place** but **it hardly churns out the desired number of learners?**



Do **senior managers** still complain  
**about the lack of leadership skills**  
in team leaders?





**Do your employees know how good training is, yet fail to comply with terms like "mandatory", "caution" and "deadline"?**

THERE IS A  
**SIMPLE SOLUTION**  
TO THIS PROBLEM



What **they need** is a **little motivation!**

(The next slide reveals the secret weapon you need.)



**GAMIFICATION**





# What exactly is “gamification”?



**Gamification** is all about “boy scout” style badges given out for desired performance and behaviors and define elite roles based on scores.

Let’s admit it, **we all love accumulating points and scores.**



## What exactly is “gamification”?



Points can be earned by **different actions**, be it starting a discussion thread or uploading a video, and accumulated for various badges.

How to use **gamification**

# How to use **gamification**

**1**  
**Identify key performance goals** of your business.



Create a bullet list of all your business problems, as well as your company's learning and performance goals. Put your goals in a priority order.

**Grant each goal certain points.**

# How to use **gamification**

2

**Be careful not to gamify a failed process.**



**Make sure all content that is gamified is also valuable to both  
your organization and the learner.**

# How to use **gamification**

3

## Intrinsic vs Extrinsic Motivation



**Extrinsic motivation** has to do with **external factors** that push you to do something in hopes of earning an award.

**Intrinsic motivation** comes from your desire to perform a task because you enjoy it.

# How to use **gamification**

4

Measure results.



Gamification is known to boost engagement in learning.  
But how can you know that it **works to your advantage?**

The next slide will help you find out!

# How to use **gamification**

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**Ask questions like:**

"Have sales increased?"

"Has customer feedback improved?"

"Have I reached my goals?"



As you can see, gamification is not as hard as it sounds. Use our tips to implement it in your learning program without the hassle.

