# Gamification

## How does gamification work?

Gamification works by providing audiences with proactive directives and feedback through game mechanics and game dynamics added to online platforms that lead to the accomplishments of business goals and objectives.

A compelling gamification experience taps into a participant’s emotions and demonstrates, easily, the best activities an audience can complete that make an impact on mutually shared goals. As employees or customers interact with a gamification program, they receive immediate feedback on performance and guided next steps towards new achievements.

## What are game mechanics?

Game mechanics are the rules and rewards that appear in a program on a digital platform. Examples may include points, levels, missions, leaderboards, badges and progress. Game mechanics are how participants engage with a gamification program and receive next steps and feedback on accomplishments.

## What are game dynamics?

Game dynamics refer to a set of emotions, behaviors and desires found in game mechanics that resonate with people. Examples may include competition through leaderboards, collaboration by completing team missions, community by seeing other participants on a news feed, collection when earning unique badges and surprises by unlocking new missions. Game dynamics are used with game mechanics to foster engagement and motivate participants.

## What is the business value of gamification?

Gamification – at its core – is about driving engagement to influence business results. When people participate and engage with your gamification initiative, they learn the best way to interact with your business, your products, your services and your brand.

The business value of gamification doesn’t end with the participant. Engagement with game mechanics provides insightful data that can help influence marketing campaigns, platform utilization and performance goals. Every employee or customer interaction gives a better sense of where a participant is spending their time and what activities drive interest.

## What is the value of gamification in the workplace?

Gamification is the strategy for influencing and motivating the behavior of people, which also includes employees. Gamification can be applied across a broad spectrum of situations where individuals need to be motivated to pursue specific actions or activities. Gamification in the workplace can increase employee engagement to drive the company’s performance.