

Slide 1

Hello, everyone. We are AMESSA. Today, we will talk about our final business plan.

Slide 2

This is the agenda of our presentation.

Firstly, we clarify the problem, then we will show you a survey and data to support our plan. In the value proposition, we will talk about the details and how it connects to improving internal motivation. After that, we will show you how the plan works.

Slide 3

The theme of our assignment is to make better conversations between managers and Gen Z employees and help them to have meaning in work.

Slide 4

The problem we need to focus on is, Gen Z employees cannot achieve individual fulfillment by Ricoh's goal or working itself.

According to the research, Gen Z is the Do-It-Yourself generation and tend to participate less in communities than others.

Therefore, managers should think about workplace needs through communication.

Slide 5

We conducted a questionnaire for Gen Z people and asked about their working awareness and the connection with playing the game in their daily life.

The result shows around 80% of Gen Z people are familiar with playing video games.

Slide 6

The remarkable result is on the upper circle graph,

It shows us Gen Z people hope to have a close and friendly relationship with their managers.

and look at the graph below,

Our group will focus on the second popular type, role-playing game. because it can include more business information to train Gen Z employees.

Slide 7

Gamification of education is a developing approach for increasing learners' motivation and engagement.

Recently, gamification gathered attention for onboarding training at the company.

The second circle on the left graph is a need to explore the impacts of gamification to an intra-organizational context,

It is related to gamification's impact on employee attitudes and behaviours, such as

motivation, job satisfaction, productivity, and job turnover.

and on the right side, by conceptualizing gamification, it can be seen to have three main parts.

The key point of gamification is how to motivate employees. So we will provide a plan to encourage Gen Z to work at Ricoh.

Slide 8

In 1 hours meeting, we suggest managers and employees playing game for 30 minutes and 30 minutes for communication.

In game part, manager and employee will play Life scenario game. They are supposed to work together and complete missions in the game. By playing games together, They can develop skills that are comparable to real life. Such as how to take action in a teamwork situation. they will realize how important thier work is in achieving the company's goals

Slide 9

In this part of the 30 mins meeting, the manager and employee must pay attention to three things,

which are Goal-sharing, outward thinking and hidden teaching aspect.

Share individuals goals is a great way to clarify what you need to do in the company and future. second, outward thinking is kind of mindset that divert your attention to outside because employee

tend to only focus on thier own interest.

Third, teach hidden aspect, manager should explain the hidden other side of business so employee can find meaning of your existence in the company.

Overall, this part will result in Increase of engagement, Performance up, Find out purpose and meaning in the work

Slide 10

In the game, players will get a sense of satisfaction from achieving one goal after another and getting in-game rewards. This satisfaction can be a source of internal motivation for work. As the game content is closely related to the daily work at Ricoh, it is easy for players to bring the game experience of overcoming multiple challenges and apply their newly improved skills to their real-life work.

This business plan emphasizes the bigger role that individual decisions play in society and players are given the opportunity to grow skillsets that are valuable in work as well as other aspects of the worker's life, and this makes workers diverse and valuable assets wherever they are.

This business plan provides both parties with a common ground to get to know one another or understand each other more, as people and as representatives of their job titles. In this way, it can open the door for conversations about playing a role in the community, to put into practice skillsets that are relatable to their personal lives, and how to use such skills for the good of the community.

Slide 11

Our prototype has two parts! The first part is a group game followed by a discussion. Let's take a look!

Slide 12

(read the slide)

Slide 13

(read the slide)

Slide 14

(read the slide)

Slide 15

(read the slide)

Slide 16

The game has two sections, pre-crisis and printer crisis. During pre-crisis, the players will complete tasks related to their real job, while the printer crisis part is more like a video game. The players need to work together to save the world!

Slide 17

During gameplay, players need to focus on keeping their self-confidence high, and their wallets full! The manager and the employee need to make choices separately for the same question in a limited of time, if they make the same choice, the score of the main character's self-confidence increases, if they don't, the score drops and the character may face a mental breakdown, which can lead to the failure of the game. During the pre-crisis section, all correct answers will reward the players with money! This money can later be used for purchasing weapons!

Slide 18

Remember, the choices you make in the game will affect the outcome. The end of the story is waiting for the employees and managers to create together!

Slide 19

Now, are you ready to take a quick look at how the game will work? For the demo, we will only allow one player to join due to technical issues.

Slide 20

(read the slide)

Slide 21

(read the slide)

Slide 22

(read the slide)

Slide 23

(read the slide)

Slide 24

(read the slide)

Slide 25

(read the slide)

Slide 26

(read the slide)

Slide 27

(read the slide)

Slide 28

(read the slide)

Slide 29

Now, let's take a look at how will the communication part work. First, let's watch a short video to give you a general sense. We invite two guest stars to perform in this video. Thank you to Chris and Mike from Queen's computer science for all the help!

Slide 30

After the game playing, we have 30 minutes of communication meetings. First, the manager asks Gen Z employees about their goals. This is the first step, goal sharing.

After answering, the manager should ask the employee "How do you take actions in order to achieve that goal?" "How are your actions leading to business success?" Asking questions related to employees' impact on the outside. This is the second step, the Outward mindset.

If they can't answer, it means that they don't understand the business they are doing, so Manager should teach them about the hidden aspect of their business. This is the final step of this communication part.

Through this process, they can feel meaning and purpose in their work.

Slide 31

This is a timeline showing the duration that it will take to implement our business plan. Every grey area is used to show the time allotted in case the steps on the left of the screen are not done. In our business plan, we estimate that it will take about 20 days to find a developer or developer team, then we will communicate back and forth to begin simulation of the prototypes, the Final testing of the finished game simulation will happen on Day 70 before it is used within the firm. In the Ideation phase, questions will be created by the HR department to use for the communication portion of our business plan.

Launch Period starts between Day 80 and Day 90 for different departments of Ricoh and analysis of the results can begin after 4 months of launching. Each meeting will improve on the previous conversation and every 6 months the game will be changed to focus on a different skill that Ricoh is trying to improve at the time.

Slide 32

In conclusion, we found that trying to get Gen Z employees to work in the same traditional way and equipping them with the same tools is not going to work. It only creates a sense of exclusion for young upstarts, which in turn negates their work and corporate culture. In addition, the younger generation who have grown up in the Internet era are keenly aware that the boundary between work and personal life is becoming blurred, and work is a mindset for them, rather than just a set of tasks to be completed or goals to be achieved.

Slide 33

On this note, we want to thank our audience for listening and a big thank you to Ricoh ltd. who have provided us with this challenge to engage our minds with persons of different backgrounds. We also want to thank the staff and professor Mito and Inada, for helping us bridge the gaps in our knowledge and Rector Mackensie for support in the program. We will be taking any questions you may have now.

Slide 34