The ONLY Gamification Certification that earns you recertification* credits with HRCI, SHRM, and ATD.

Description:
This hands-on workshop takes you through the 5-step trademarked and proven process of gamifiying your organizational quest. By following the 5-step plan, you are essentially assured a successful outcome.

Game mechanics such as points, levels, challenges, rewards, chance, collaboration, scarcity, time limits, and leaderboards are directly linked to the human desires of achievement, status, self-expression, competition, and altruism. These mechanics (and more) provide an ideal adult learning environment as learners practice their skills, get immediate feedback on their progress, earn recognition, and build confidence in their ability to overcome a challenge.

Agenda:
In this 6-hour certification program you will use L&D case studies as you overlay the 5-step Game the System™ model for gamification learning design, gather data, and participate in problem-solving and assessment exercises.

Module 1: Define Learning Objectives... The Fundamentals of Fun!

- Define your measurable business objectives
- Determine how Gamification will help you to achieve your objectives
- Communicate why you are gamifying this project or process
- Identify what you want your players to do
- Classify the target behaviors that will help you reach your objectives
- Calculate the metrics (KPIs) you will use to measure these behaviors

Module 2: It's Story Time - Create an Epic Adventure

- Frame and wrap your quest in a spellbinding story

- Access public domain stories to find characters that you can use to build your storyline?
- Experience The Story Coaster, Joseph Campbell's Monomyth, and Rory's Story Cubes – and how these tools can help you

- Weave analogies and stories to make the training stickable – so that players remember facts and transfer skills to real world scenarios

- Create a narrative thread that pulls through the entire game

- Craft a compelling storyline using the 4 elements of a story: characters, plot, conflict, and resolution

Module 3: Design Variety into Your Activities

- Create the right mix of ingredients in your learning activities to allow the participants to acquire knowledge and skill, rather than merely receive them
- Strategically place learning activities in the overall sequence of events

- Build relevant, challenging, and fun activities so participants want to interact with the facilitator and each other

- Set up a discussion or debrief for the participants to have after completing each learning activity

- Identify next steps that the participants need, should, or want to take after completing the activity

- Design activities to double-check that learning has occurred

Module 4: Add the Game Design and Mechanics

- Identify the game elements you will use (points, badges, leaderboards, etc.)
- Implement game mechanics to motivate your players

- Mix the appropriate amount of competition, collaboration, group and individual quests, challenges, and achievements to earn points, badges, and other rewards

- Give different kinds of feedback that will encourage the players continued action

- Deploy your system (Ex: no-tech, low-tech, additional programming on existing website, mobile devises, etc.)

- Pull together the talent you need on your team to implement your project

Module 5: Tally up the Aesthetics So They Wanna Play!

- Label the feelings and emotions you want your players to experience

- Construct a consistent, attractive - even charming and captivating - cohesiveness that ties the entire project together

- Create an overall design that appeals to different senses - touch, sight, and sound - using colors, designs, textures, and manipulatives

- Design props, badges, chance cards, and rewards that are not only fun for users to earn, but also fun to look at

- Tie everything back to the other four levels, especially the business objectives

- Answer the question: Is it fun?

Module 6: Gamification Audit of Organization Quest
The gamification audit will clearly define recommendations on the creative design, development, communications strategy and roll-out plan for the gamification project presented in class, with the aim of achieving the objectives identified in Module 1 by applying the gamification design overlay.

Outcome:
The goal is to increase learning and engagement through key concepts found in game design and behavioral psychology. By adding game mechanics to training, gamification not only increases interest, it makes training "fun." A well-designed and well-implemented gamification program promotes engagement, meaning, mastery, and autonomy. Upon completion of the Level 1 Certification the Gamification Apprentice will demonstrate an introductory understanding of all components used to apply the Game the System™ gamification design overlay to an L&D program.

Recertification Credits

*One Credit, PDC, or Point is awarded for each physical hour of continuing education that meet Recertification Guidelines.

Please review your Recertification Guidelines posted at http://www.hrci.org/recertification/, http://www.shrm.org/certification, or www.td.org/cplp for more information.

Register today! http://www.tdcentralflorida.org/event-2253095