Serious Games for Business:
Using Gamification to Fully Engage Customers, Employees and Partners
Three factors that lead to better performance & personal satisfaction:

**AUTONOMY**

**MASTERY**

**PURPOSE**

Dan Pink

*Drive: The Surprising Truth About What Motivates Us*

https://www.youtube.com/watch?v=u6XAPnuFJtc
COMPANIES ARE FAILING BADLY AT THIS...

• Gallup recently found that over 70% of employees are disengaged

• This means that less than 30% of your employees care about your customers, their colleagues and the business

• Average tenure of a US employee is now only 1.5 years

• Top 6 Reasons why employees leave:
  • No vision
  • No purpose
  • No empathy
  • No motivation
  • No future
  • No Fun

• We are choosing people poorly

84% of organizations say culture is critical to success, yet no company knows how to effectively understand or manage their own culture
[According to Gartner] by 2014... more than 70% of Global 2000 organizations will have at least one gamified application, driving 50% of all innovation”

TENANT 1:
If you aren’t spending the majority of your time at the beginning of every project identifying what motivates your audience,

YOU ARE DOING IT WRONG
TENANT 2: What Makes Games GREAT?
Virtual worlds, real leaders
Online games put the future of business leadership on display

Could your avatar teach you to become a real-life leader?
Are you ready to walk the innovation talk?
http://www.youtube.com/watch?v=8MDR7CKUB9g
LEARNING FROM THE BEST:
Massively Multi-Player Online Role Playing Games

What MMO’s Do Best: MMO’s use a visual representation of the player via a character. The type of character is based on the players skills and interests. Then they are shown quests for characters of that level and are given guidance on how to evolve their character to higher-levels for more engaging challenges and rewards.
NEXTGEN TALENT MANAGEMENT

Dan Pink + MMO’s + Career Progression
Nick’s Portal Environment

Custom Curated Experience fed by Big Data providing Meaningful Experience and Rewards to Nick and to Broader Business Ecosystem

Who Am I Today and Where am I Going

Problem Solving Assessment
Leadership Style Game
Assessments

Business Process Optimization
Logistics Management
Certifications

Supply Chain Optimization game

Evolution A
Skill A Level
Skill B Level
Skill C Level
Aptitude

Evolution B

New Jobs that I would be applicable for:
Supply Chain Lead, XYZ Corp
55 % match LEVEL UP Today

Mentor Match
Mike Ensley
CEO, Acme Inc
90 % match

Job Matching
Supply Chain Analyst, ABC Corp
85 % match

How I rank to others in my industry
How am I perceived by my peers
How is Marketplace embracing my skills
Mashup Solution Components

Gamification & Serious Games Platform
- For Hiring, On-Boarding, Training, Maintaining Productivity & Achieving Operational Efficiencies

Gamified Talent Management

Need
- Employee motivation
- Cultural insights and management
- Career path transparency

Support Applications
- Kenexa
- Big Data
- Predictive Analytics
- Connect
- Social Listening

Cloud
- Hosting
- Licensing

For Hiring, On-Boarding, Training, Maintaining Productivity & Achieving Operational Efficiencies
Special Sauce: Cultural Transformation using Gamification

EMPLOYEE VISION & PURPOSE
SELF DIRECTION & MOTIVATION
CULTURAL INSIGHTS
TRAITS OF STAR PERFORMERS
TEAM OPTIMIZATION
MICRO-ECONOMIC SKILLS MANAGEMENT

Holistic Approach to:
Assessment
Skills Matching
Training & Certification
Mentorship
Job & Project Placement
Custom Training: IBM uses serious games to onboard thousands of new employees in Growth Markets
A walkthrough of three Business Games
The average gamer?
Set your Daily Goal

How active do you want to be? The numbers below will get you started. Don’t worry, you can always adjust to a goal that works for you in Nike+ Connect or Nike+ FuelBand mobile apps. The Nike+ FuelBand tracks your progress towards your goal and resets every day at midnight.

- Normal Day
  - At home, work, or school.
  - 2,000 NikeFuel

- Active Day
  - Gym, work out, or a run.
  - 3,000 NikeFuel

- High-Energy Day
  - Packed with activity and sports.
  - 5,000 NikeFuel

NEXT: JOIN NIKE+
IBM uses serious games to on-board thousands of new employees in Growth Markets.
Our first company-wide ARG
According to a recent study, using data visualization, simulations and scenario development will be the most valuable techniques to analyze all the data.
ROI extends well beyond virtual training

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*OPTIMIZE A PROCESS*

*Teach a Process/Instructional Design*

*Return on Investment*
Confluence

Sophisticated Game Engines
- Real Time Strategy Games
- City Sims

Commercial Applications
- Analytics
- Communities
- Business Process Mgmt
- Relational databases
  ... Supporting flow of real data & real processes

SMARTER Serious Games

Need
- Data Deluge
- Complex Systems
- Managing Partners
- Decision making

Cloud
ROI extends well beyond virtual training

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Teach a Process/Instructional Design

Optimize a Process

Return on Investment
DEFENSE
Leaders can improve and vet business processes in a video game format.

Transform this process flow…

…into this format.
Frank C. DiGiovanni
Director, Training Readiness and Strategy
Cross-Genre Gameplay across game engines

Commanders optimize mission strategy using a Multi-Player Real Time Strategy game

Transfer mission scenarios via standard markup language

Platoons vet the strategy via a First Person Shooter game in rehearsal mode
Watson Natural Language Adaptation

Crowdsourced effective Team Verbal Communications

Reactive AI

Using the same platform IN and OUT of the field
CyberDefense Strategy Game

Crowd-sourcing effective pro-active strategies
By 2015:

More Than 50 Percent of Organizations That Manage Innovation Processes Will GAMIFY Those Processes

-- Gartner
CITIES
Municipalities can enable a ‘Smarter Conversation’ about public policy with their citizenry.

Transform the process of vetting public policy or training for disaster response into this format.

‘Serious Games can enable better bi-lateral conversations with customers’

---- Forrester
Imagine, the Next Gen City Sim Game...

Citizenry / General Public Awareness

Game Designers

Educators

Businesses

Universities

Researchers

Urban Planners

Government Stakeholders

User Generated Content

Automated Inputs from Sensors
Did you Know?

Serious Games are being created to solve complex problems in real time unbeknownst to the player?
Success Example: Using Serious Games for Optimal Modeling

Folding Proteins

“Here's a model of how real proteins work, and a way for you to create a model showing how they fold and stick together. We'll give points and put you on a leaderboard based on how well this matches our model of an optimal solution. Play!”

- Play a serious game - incentives guide players to optimize models in a competitive environment.
- Players discover multiple optimal models - thus they are collaboratively building up a suite of solutions for the customer

http://www.youtube.com/watch?v=axN0xdhznhY
More DARPA Science Fiction?

Use the by-product of casual game play to train a compiler how to better recognize bugs in code.

--- DARPA
Crowd Sourced
Formal Verification
BAA
One of FIVE Casual Games that we proposed

Mozart Code

Find where the music sounds off key in order to teach a compiler how to better annotate security problems in code
HEALTHCARE
Today in Games for Health...

- Games that modify user behavior
- Clinical Learning Labs
- Wearable Computing
Games for Health will be Driven by Big Data & Real Processes

• Games that integrate directly into **Electronic Healthcare Records**
• Games that can help with data collecting of critical info/patient history encouraging digitization of records

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**iHealth smartphone-enabled devices to integrate with EHR**

By: Jonah Comstock | Dec 7, 2012

Tags: electronic health records | electronic medical records | Evernote | iHealth Lab | iHealth weight scale | iHealth wrist worn blood pressure | Morgenstaller Ventures | Practice Fusion | Practice Fusion EHR | RunKeeper | wearable wireless sensors |

iHealth Labs, a subsidiary of China-based Andon Health that produces wireless health monitoring devices, announced partnerships with EHR-maker Practice Fusion and with popular memory-aid app Evernote.

Practice Fusion is the first EHR-maker to partner with iHealth, Adam Lin, general manager of iHealth Labs, told MobiHealthNews. The first phase of the partnership will allow physicians who use Practice Fusion to give their patients special offers on and access to iHealth products.
Games for Health can be Driven by Big Data & Real Processes

Games **powered by Watson** that can help practitioners give better diagnoses during training

**Dynamic Case Advisor- guided process for validating diagnoses**

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Voice recognition a “game changer” for EHR use: Q&A

**Author Name Jennifer Bresnick** | **Date May 28, 2013** | **Tagged EHR Adoption, EHR Software, EHR Speech Recognition, EHR Voice Recognition, Physician Series**

Dr. Bud Lawrence, Director of Risk Management at Henry Mayo Newhall Memorial Hospital in Valencia, California gets to do something few emergency department physicians experience on a regular basis: he finishes his shift and gets to go home on time. With voice recognition software integrated into the hospital’s EHR, documentation is simple and efficiency numbers are through the roof. Dr. Lawrence sat down with EHRIntelligence to discuss how physicians react to seeing voice recognition software in action, as well as how it can improve workflow and provide better patient care.
Games for Health can be Driven by Big Data & Real Processes

Games that help Hospitals to **Optimize their own Business Process Models**

A message announced over a hospital’s public address system alerting the staff and the need to prepare for:

1. A pending emergency or external disaster—e.g., multitrauma, major effects of storm, etc.
2. An internal emergency
3. A missing patient
4. A severe weather alert
5. An emergency C-section
6. A combative person
7. A person under the influence
8. A bomb threat
Gamification to Drive Behavior Change in Health Practitioners

Assessment
Games assessing hard & soft skills establishing gamer PROFILE

Curated micro-quests pushed to mobile device as reminder for behavior modification

Producing Rewards that are meaningful to user.
• Performance Management
• Unlocking new capabilities (Leveling Up)
• Profile Updated

Tapping big data to validate Micro-quest completion
Where to Start?

5 Step Approach to saving a LOT of time and Money

1. ROI
2. Learning/Pain Points
3. Puzzles/Experience to Teach & Motivate
4. Genre
5. Platform

Fun vs. FLOW
Beware of Chocolate Covered Broccoli
Why Should you Care
In Conclusion

1. Gamers are...

2. Games can be extremely adept at explaining complex systems

3. BIG ROI with BIG DATA.
   - When designed well, they can be used to collaboratively solve very complex problems, whether the players actively realize it or not.
   - Big Data can be used to tailor apps based on what uniquely motivates each user.
Book!

Serious Games for Business
By Phaedra Boinodiris and Peter Fingar
Engage Online

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  • @Innov8Game

• LinkedIn

• Weekly Gamification Podcast
  • GamesatWork.biz