What Should You NOT DO When Using Gamification?

In an era of labor shortages and quiet quitting, more and more companies are using gamification to engage and motivate employees. Some companies, like Deloitte, have developed game-based learning experiences that engage people through the onboarding process. Other companies, particularly in sales, use points-based incentive programs and rewards to drive productivity and recognize achievements.

However, amidst reports that companies like Amazon are using gamification to set unrealistic goals, there is growing concern that it can be used to exploit workers. Let's look at some warning signs that you are exploiting employees with gamification and tips for using it in a more ethical way.

🚫 **DO NOT** Push Ineffective Learning

🚫 **DO NOT** Drive Unsustainable Productivity

🚫 **DO NOT** Prioritize Speed Over Quality

🚫 **DO NOT** Obscure Unhealthy Working Conditions

🚫 **DO NOT** Replace Tangible Compensation

In this eBook, we'll help you understand how these are not the ways when using gamification. Deploying such methods leads to adverse learning environments in the workplace. Instead, provide healthier and more effective ways of leveraging impact with gamification.

Quick Definitions:

⭐ A 10-question Jeopardy!® round that challenges people to recall what they just learned is a game.

⭐ Using badges, points, competition, missions, rewards, or other game-based elements to motivate people to complete courses in your eLearning curriculum is gamification.

2

DO NOT
Push Ineffective Training

Instead, try doing this...

Gamification can motivate people to engage with your content, but they will quickly lose interest if they aren't learning or feel like you are wasting their time. Before you gamify a curriculum, take an objective look at each course or event and make sure it is designed well. For example, confirm that you are addressing each learning objective in a memorable, relatable way. If improvements are needed, do that first. Then strategically use gamification to motivate people to engage in targeted training that will actually help them and your business grow.

To illustrate, IT Cosmetics designed a brand-specific learning journey with a mixture of collaborative, solo, synchronous, and on-demand training activities. Then they used a gamified, reward-driven system to drive engagement. This approach provides authentic opportunities for growth and creates a strong connection to the company's mission and values, both of which are key to job satisfaction.

CHECK IT OUT