

# The Role of Gamification in Developing Talent

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## The Role of Gamification in Developing Talent

*Thiagi*



## Two Talents

- Impress others with your expertise in the area of gamification.
- Talk glibly about complex sounding jargon such as *exploitationware, self-determination theory, and outer-facing gamification.*



## Instructions

- Count by 4s:  
1, 2, 3, 4, 1, 2, 3, 4 ...



## Instructions

- The presentation has four parts.
- Pay focused attention to the part with your number.
- Pay partial attention to the other parts. Multitask. Day dream. Doodle. Take a nap.



## **1. Basic Concepts and Terminology**



### **Definition**

- Application of game elements
- To other purposes
- Related to your business



### **Types**

**Outer Facing**  
**Inner Facing**



### **Types**

**Customer Loyalty**  
**Employee Productivity**  
**The Universal Job Specification**



## 2. Elements of Games and Gamification

### Game Elements

Achievements – Altruism – Avatars – Badges – Bonuses – Challenges – Chance – Choice – Collections – Combat – Constraints – Content Unlocking – Feedback - Infinite Gameplay - Leaderboards – Levels – Onboarding – Points - Progress Bar – Quests – Relationship - Reward Schedules - Storyline – Surprise – Teams – Virtual Currency - ...

## 3. Motivational Aspects of Gamification

### Motivation

- Reinforcement Theory
  - Reward
  - Contingencies
- Self-Determination Theory
  - Autonomy
  - Competency
  - Relatedness

## 4. Limitations of Gamification

### Limitation

- Exploitationware
- Electronic Whip
- Addiction
- Competition

### More Instructions

- Write a sentence about the most important point in your part of the presentation.

### More Instructions

- Write a sentence about the most important point in your part of the presentation.
- Guess the sentence written by your neighbor.
- If correct, give yourself 92 points.