



# THE FUTURE OF GAMIFICATION IN HR

Forecasting the evolution of HR technology and processes

# MEET THE PRESENTER

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Mike Hyzy's experience spans product development, strategy, and consulting. His expertise is complemented by his exceptional writing skills, making him a sought-after authority in the business world. With a passion for innovation and a commitment to excellence, Mike has consistently delivered impactful solutions and insights to drive success in various industries.

- Implements game mechanics in high volume digital products across industries
- Uses game mechanics to develop processes for high performance teams
- Coaches product managers to level up their skills using gamification strategy

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# GAMIFICATION TRENDS

## WE'RE LEVELING UP

The [global gamification market](#) is projected to grow from \$9.1 billion in 2020 to \$30.7 billion by 2025, at a compound annual growth rate (CAGR) of 27.4%.

### TREASURE TROVE OF STATS AT:

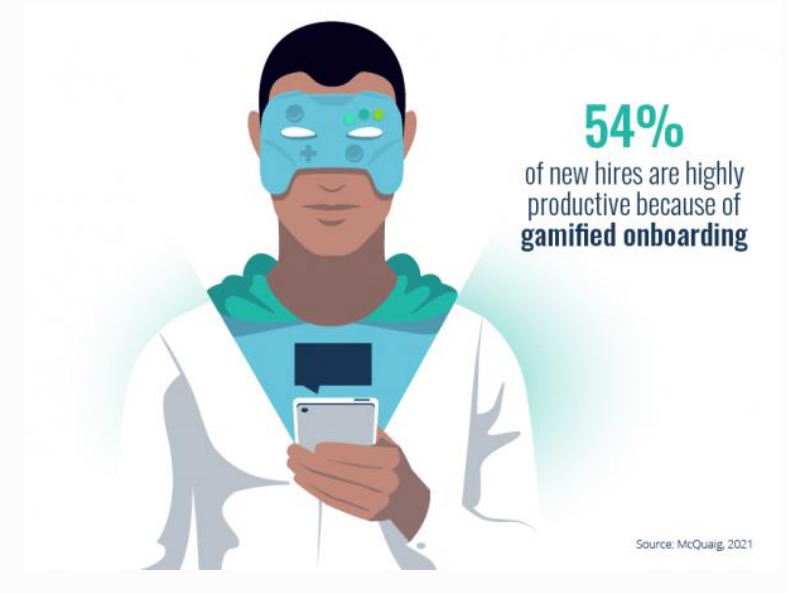
[HTTPS://WWW.GROWTHENGINEERING.CO.UK/19-GAMIFICATION-TRENDS-FOR-2022-2025-TOP-STATS-FACTS-EXAMPLES/](https://www.growthengineering.co.uk/19-gamification-trends-for-2022-2025-top-stats-facts-examples/)

[HTTPS://WWW.ZIPPPIA.COM/ADVICE/GAMIFICATION-STATISTICS/](https://www.zippia.com/advice/gamification-statistics/)

Gamification Market, by Region (USD Billion)



Source: MarketsandMarkets Analysis



Source: McQuaig, 2021

## The Impact of Gamification



of employees are more productive when they use gamification



of workers are more likely to stay at a company for 3+ years when tasks are gamified



of people believe that gamification inspires them to work harder



of employees enjoy using gamified systems

Source: Medium.org



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**WHAT IS  
EVERYONE'S  
FAVORITE  
GAME?**



# HISTORY OF GAMES



Ur - 4600 Years Old



Dice - 4500 Years Old

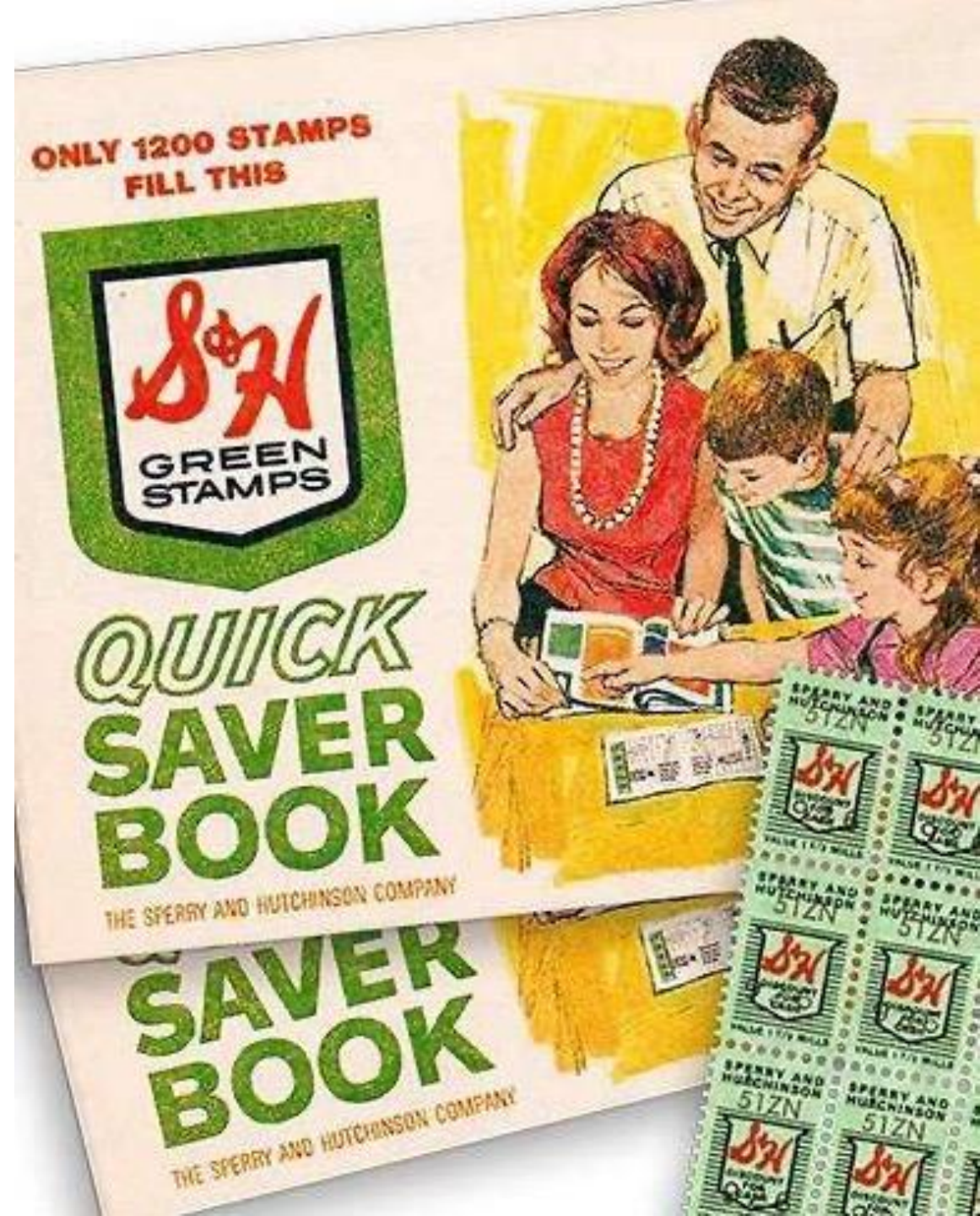


Playing Cards - 1000 Years Old



# S&H GREEN STAMPS 1930-1970'S

- BUY GOODS
- EARN STAMPS
- REDEEM FOR STUFF





# BOY/GIRL SCOUTING 1970-1990'S

- MASTER SKILL
- EARN RECOGNITION
- SHOW OTHERS





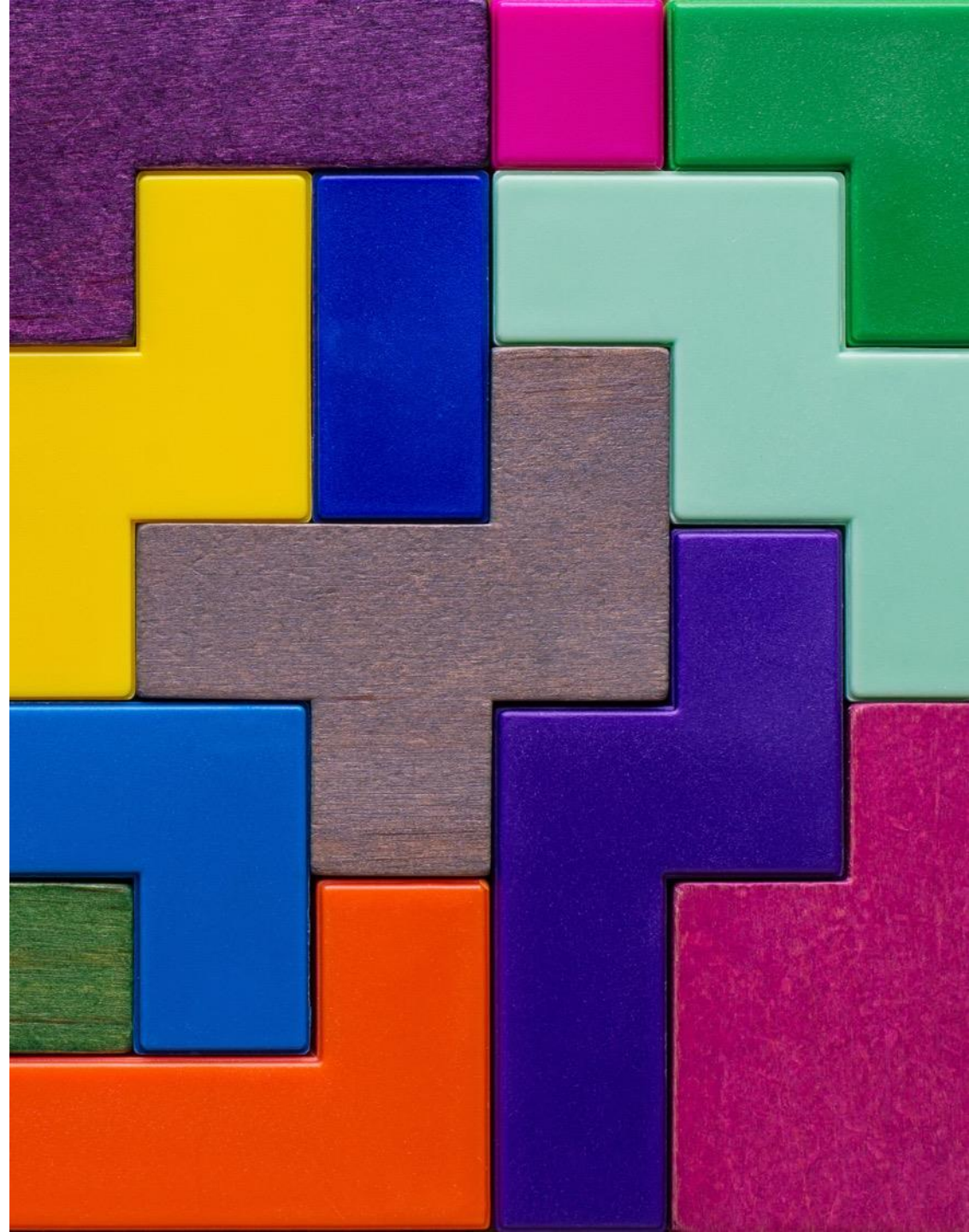
# GAME ELEMENTS ARE EVERYWHERE NOW





**... ALL GAMIFICATION  
DESIGN ELEMENTS**

**BUT WHAT IS GAMIFICATION,  
AND WHY USE IT?**



# WHAT GAME ELEMENTS DO...

- ENGAGE USERS
- INCREASE RETENTION
- GUIDE DESIRED BEHAVIOR
- DRIVE SOCIALIZATION
- ENCOURAGE SUCCESS
- SENSE OF ACCOMPLISHMENT
- TELL A STORY
- GIVE TANGIBLE VALUE
- AND MORE...





# GAME MECHANICS

- REWARD SYSTEMS
- PROGRESS TRACKING
- NARRATIVE / STORYTELLING
- SOCIAL ENGAGEMENT
- GAME PSYCHOLOGY





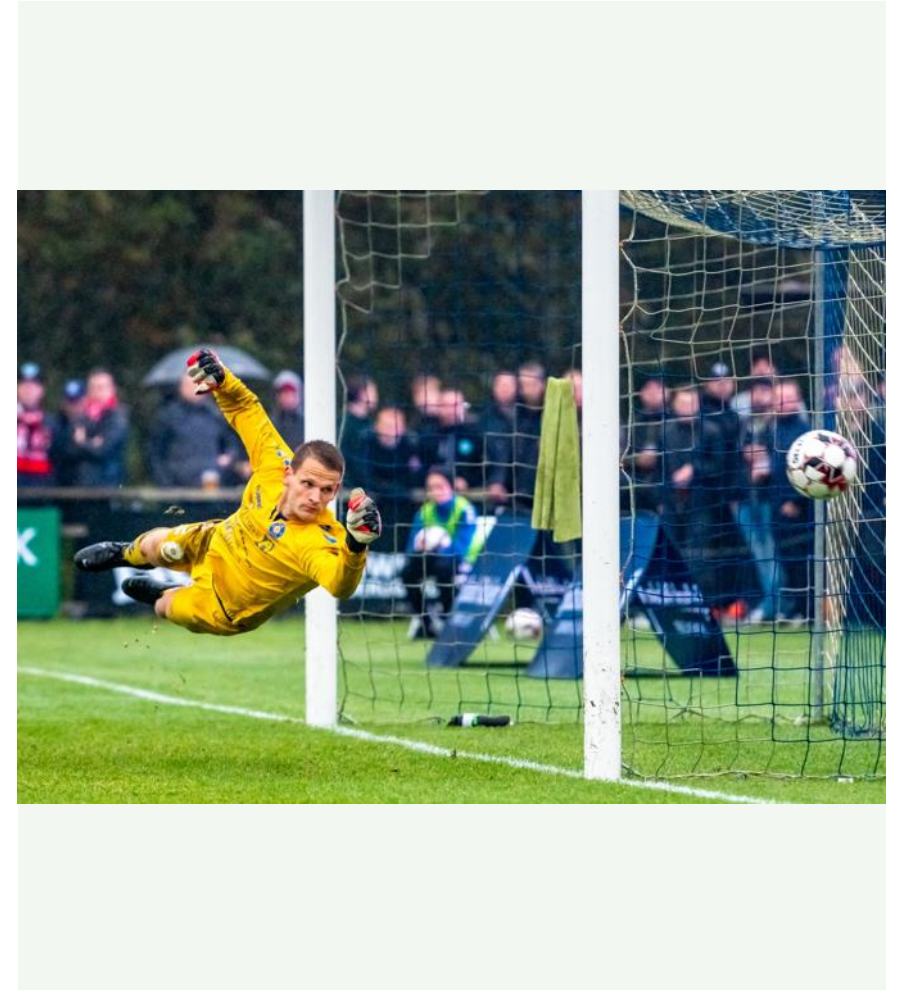
# STRIKING THE RIGHT BALANCE

- Too much gamification can feel manipulative and undermine intrinsic motivation.
- The focus should be on creating long-term user engagement, not just short-term spikes in behavior.
- Test and iterate gamification strategies using data-driven insights

# SET GOALS AND OBJECTIVES

- Align gamification strategy with business goals and desired outcomes
- Define specific, measurable objectives to track progress

Ex. We will increase employee retention by 20%



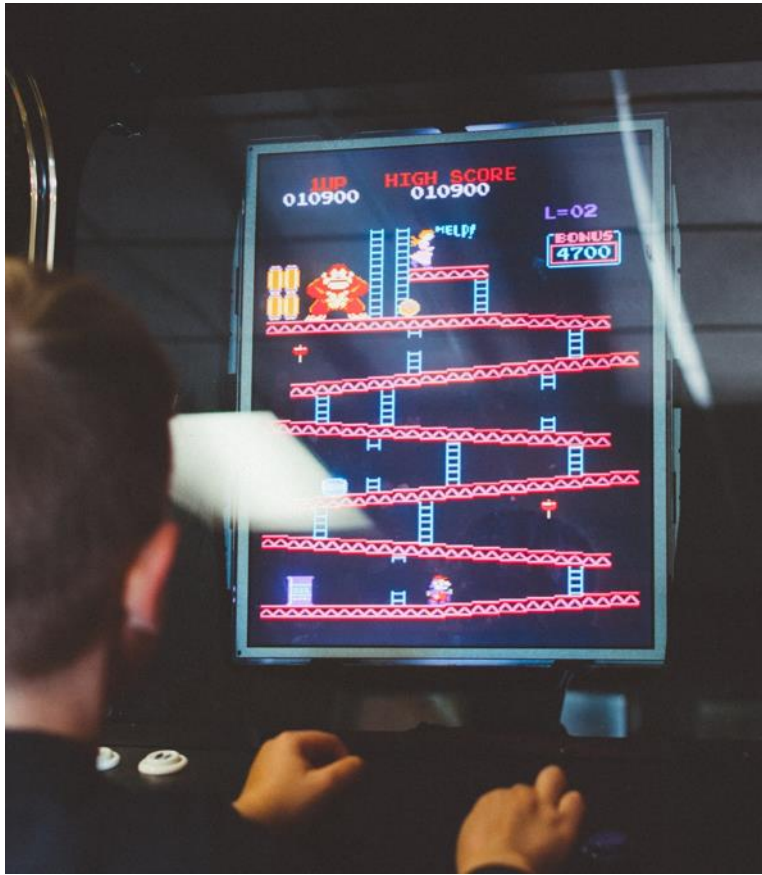


# CHOOSE GAME MECHANICS

1. Understand target user motivations and preferences
2. Select mechanics like challenges, social elements, and progression systems
3. Match mechanics to behaviors you aim to drive



# BUILD THE GAME LOOP



Create clear goals, challenges, feedback loops, and rewards



Structure experiences with beginning, middle, and end



Craft compelling narratives and progression systems



# LEVEL UP

The Future of HR



START

## 1980's

PeopleSoft was the first fully integrated, robust client-server HRMS application suite

## 2000's

Platforms like Workday began to leverage advanced analytics, thus fortifying data-driven decision-making

## 2020+

Artificial Intelligence and Machine Learning will drive technology breakthroughs and utilize VR, AR and LLMs.

## 1990's

With the advent of the internet in the 1990s, we saw the first web-based HR solutions, such as Ultimate Software's UltiPro, offering enhanced interactivity and real-time updates

## 2010's

Introduced us to cloud-based solutions like BambooHR, facilitating seamless integrations and promoting real-time collaboration across global teams.

## FORESIGHT AND THE FUTURE

# DRIVERS OF CHANGE

To understand what the future holds, we need to clarify the drivers of change, which are big forces reshaping today's landscape into something new. Some are recent development and others, like demographic shifts, have been visible for decades and will continue to impact our future.



### Determine

plausible, underlying directions of change that will shape the sales journey in the future.



### Ensure

a broad understanding of the systems at play by exploring multiple dimensions of change.



### Structure

drivers of change into STEEP categories: Society, Tech, Economy, Environment, Policy.



# DRIVERS OF CHANGE

What big forces, trends or macrotrends in today's environment will drive change in human resources over the next decade?

STEEP	Driver	Potential Impact on HR Strategy
Society	Demographics	An aging workforce, increased diversity, and shifting generational dynamics will influence HR practices.
	Wellness and Mental Health	Greater focus on employee well-being and mental health support will shape HR strategies.
Technology	Automation and AI	Automation of routine HR tasks and AI-driven tools for talent acquisition and analytics will become more prevalent.
	Digital Transformation	HR departments will adopt advanced HRIS, analytics platforms, and virtual reality for training.
Environment	Sustainability and Green Workspaces	HR will be involved in sustainability efforts, including promoting eco-friendly workplace practices.
	Climate Change	Disaster preparedness and response plans as well as the debate about remote work and travel's impact on the environment.
Economy	Labor Market and Gig Economy	HR will adapt to shifts in the labor market, including talent shortages in certain industries, and economic conditions that may lead to increased gig work, requiring HR to manage a more diverse workforce.
	Economic Conditions and Cost Optimization	Economic cycles and global economic trends will affect HR budgets and workforce planning, including cost-saving measures that may impact HR strategies and staffing levels.
Policy	Regulatory Changes and Immigration	HR will need to navigate evolving labor laws and regulations, including those related to remote work and immigration policies impacting international talent acquisition and visa sponsorship.
	Healthcare Regulations	Changes in healthcare policies will influence employee benefits and wellness programs.

## FORESIGHT AND THE FUTURE

# SIGNALS OF CHANGE

A signal is an eye-opening example of a small, local change that disrupts the status quo and points to how the future might be very different from the present.



### Observe

what's happening on the margins before it becomes an obvious, mainstream trend.



### Recognize

Underlying shifts, motivation, and behaviors hidden within today's changing world.



### Scan the Environment

for specific examples of new behaviors, products, initiatives, policy, data, tech or other concrete examples.



# TRAINING WITH VR

Walmart has successfully incorporated Oculus Rift VR headsets into its training centers, known as Walmart Academies, to innovate employee training. The technology has allowed Walmart to assess employee skills and deliver training in a more engaging and effective manner.



Example of VR Training

# RECRUITMENT = AI + GAMES

Procter & Gamble leveraged AI in their gamified recruitment process. Assessment tests harnessed AI to generate an applicant-centered experience. Exams adjusted dynamically in response to the candidate's performance. The findings exceeded projections, resulting in a [300% rise](#) in positive employee outcomes.





# GAMING GOES GREEN

Toyota's Prius range of hybrid cars uses game mechanics to encourage users to drive in a more energy efficient way. Alongside the usual speed and fuel dials, the Prius displays an Energy Monitor screen showing how many miles have been driven since the last time the tank was filled. The number goes up or down depending on the driver's actions, providing instant feedback. Slam hard on the accelerator and see your score go down. The strategy appears to have worked, spurring drivers to best their previous 'high score' every time they use the vehicle.



<https://www.givingforce.com/blog/5-businesses-using-green-gamification-to-save-the-world>



## SIGNALS OF CHANGE

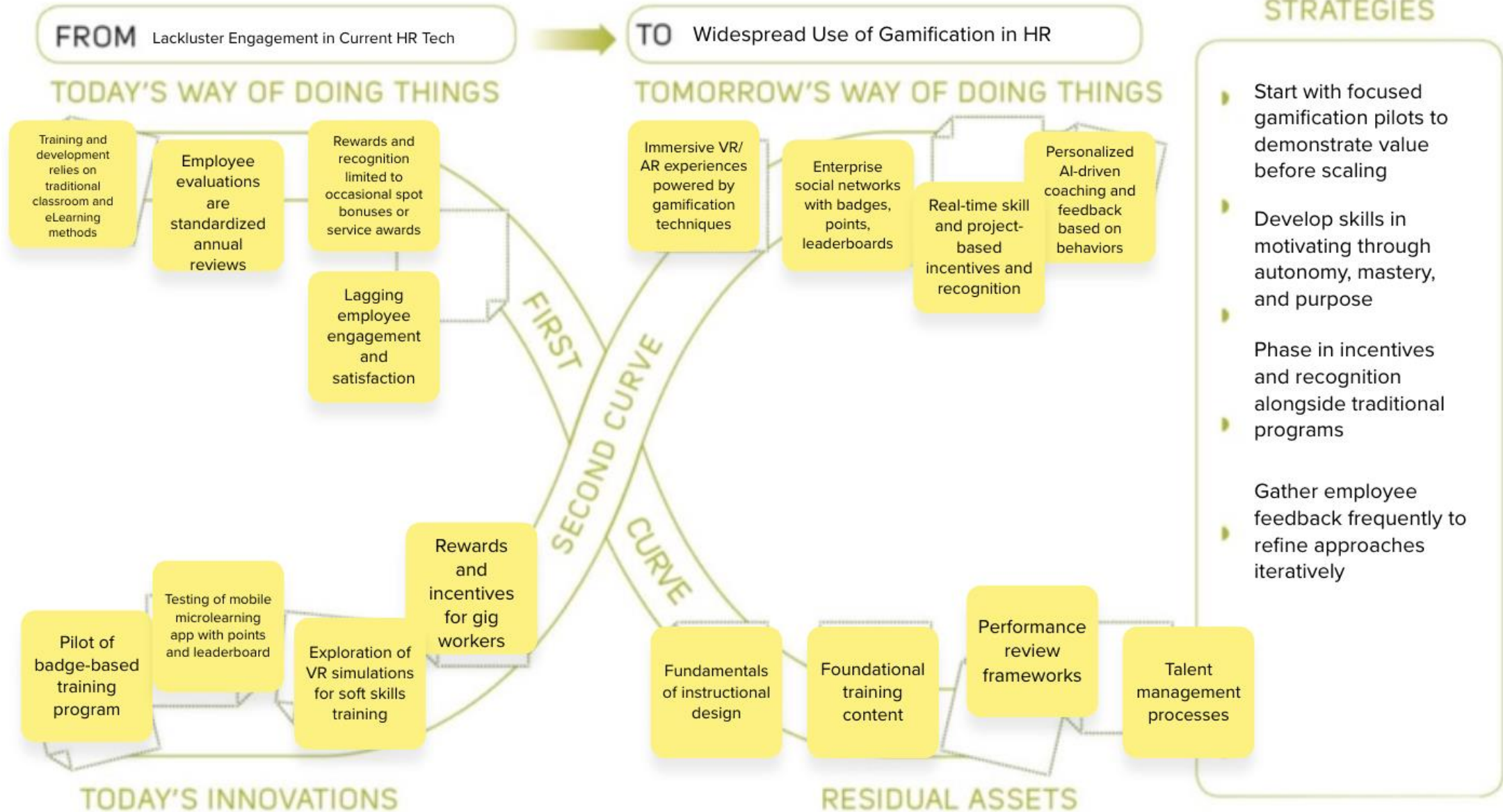
# INTERACTIVE FEEDBACK

- \* Specific Example
- \* Vivid and Surprising
- \* Current Example (Within 3 months, no more than a year)
- \* Whats changing? What are we moving from and moving towards?
- \* If this signal becomes a norm over the next decade, what impact will it have on your business?
- \* Imagine both positive and negatives



# RIDE TWO CURVES

TOPIC: Gamification in HR





# LEVEL UP

Human Resources



# HOW GAMIFICATION CAN HELP HR PROFESSIONALS REACH THEIR GOALS



## Employee Engagement:

Increase employee engagement by providing employees with meaningful, personalized experiences that align with their interests and motivations.



## Talent Retention:

Retain talent by providing employees with opportunities to grow and develop their skills, and by recognizing and rewarding their contributions.



## Employee Development:

Support employee development by providing employees with meaningful, experiential learning opportunities that are aligned with their skills and interests.



## Improved Processes:

Streamline processes, automate routine tasks, and improve the employee experience.



# VIRTUAL TEAM BUILDING

HR professionals can leverage digital whiteboard templates in Miro to facilitate engaging team-building activities suitable for hybrid work settings.

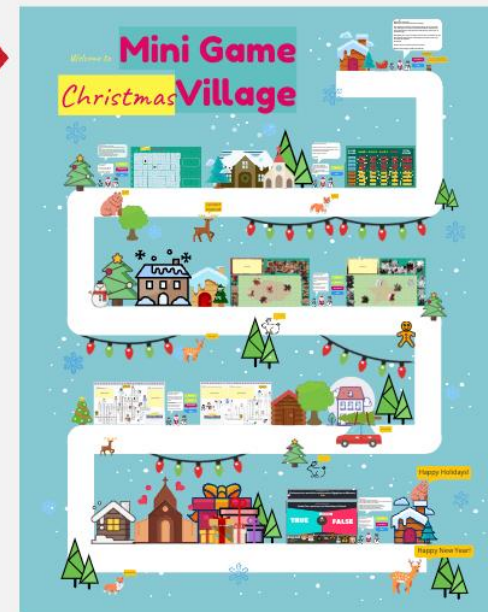
## Holiday Team Building Activity

264

Share

Use template

Click to Start!



Holiday Team Building Activity by JB Ha  
Miro.com



<https://miro.com/miroverse/holiday-team-building-activity/>

# PROACTIVE RETENTION

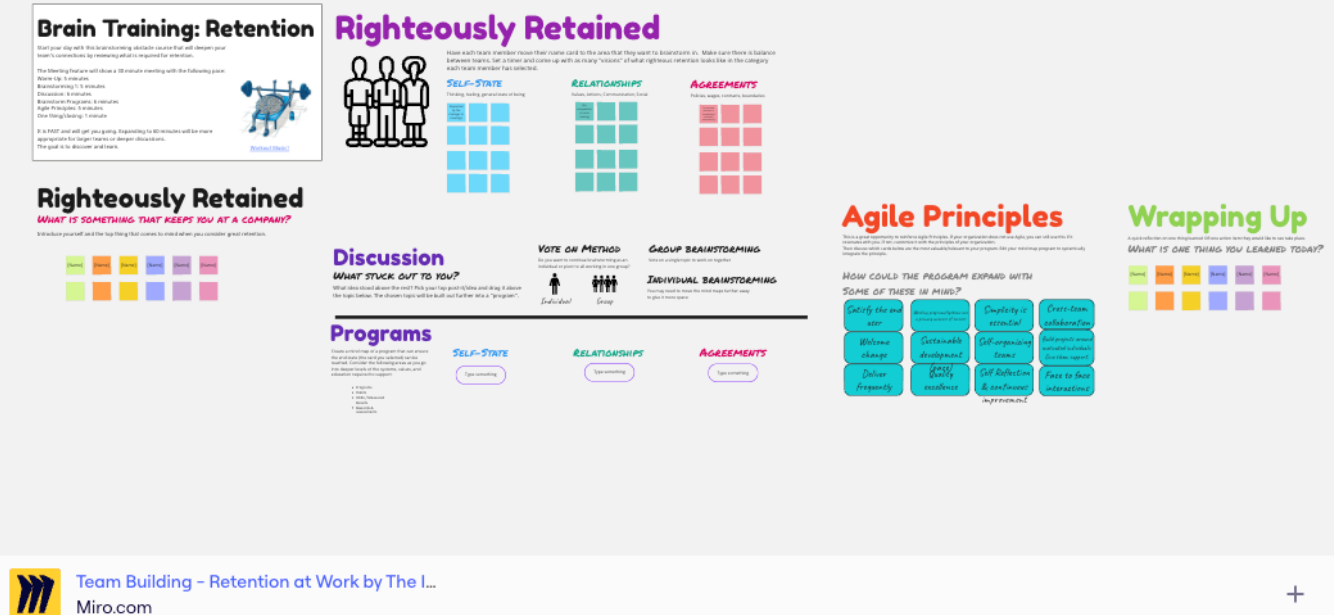
- Top values each individual has in retention
- Creating a vision of what self-state, relationships, and agreements look like when employees want to stay at an organization
- Creating programs to support the employee and uphold Agile principles or values established by your organization

## Team Building - Retention at Work

30

Share

Use template

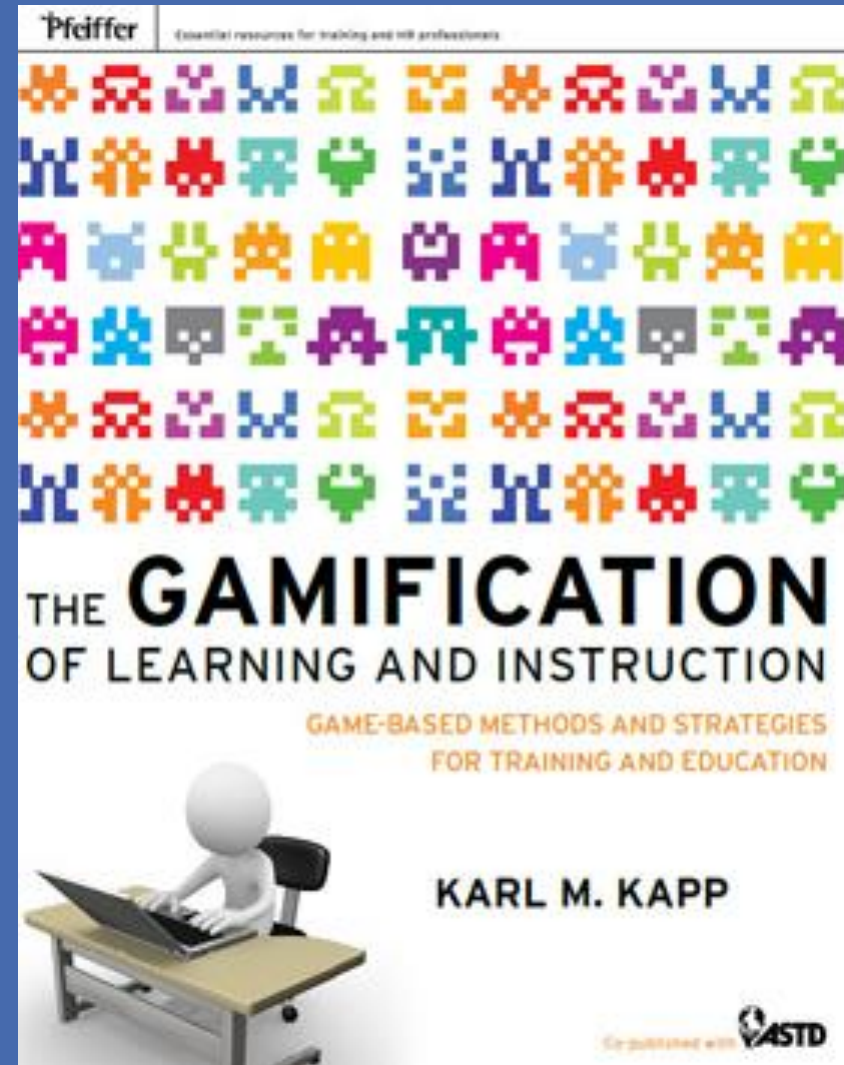


<https://miro.com/miroverse/team-building-retention-at-work/>



# LEARNING AND DEVELOPMENT

Gamifying learning and development in HR not only enhances employee engagement but also fosters a more dynamic and interactive approach to skill acquisition. By incorporating game elements, HR professionals can create immersive training experiences that improve knowledge retention, boost motivation, and encourage continuous learning. This results in a more skilled and adaptable workforce, better-equipped to navigate the evolving demands of the modern workplace.



<https://karlkapp.com/books/>

# GAMIFY YOUR HR JOURNEY



## **Recruitment and Talent Acquisition:**

Turn the job application process into a game by using assessments and quizzes to evaluate candidates' skills and cultural fit.

## **Onboarding and Orientation:**

Gamify the orientation process by creating a virtual scavenger hunt where new employees can explore the company's policies, culture, and resources through interactive challenges.

## **Training and Development:**

Use e-learning modules with gamified quizzes, simulations, and branching scenarios to make training more engaging and interactive.

## **Employee Feedback and Surveys:**

Create feedback loops with regular surveys and reward employees for providing valuable insights or innovative ideas.

## **Performance Management:**

Implement a leaderboard system where employees earn points or badges for achieving milestones, completing goals, or providing constructive feedback.

## **Employee Recognition:**

Set up a peer recognition program where employees can nominate their colleagues for achievements and earn rewards for participating.

## **Conflict Resolution:**

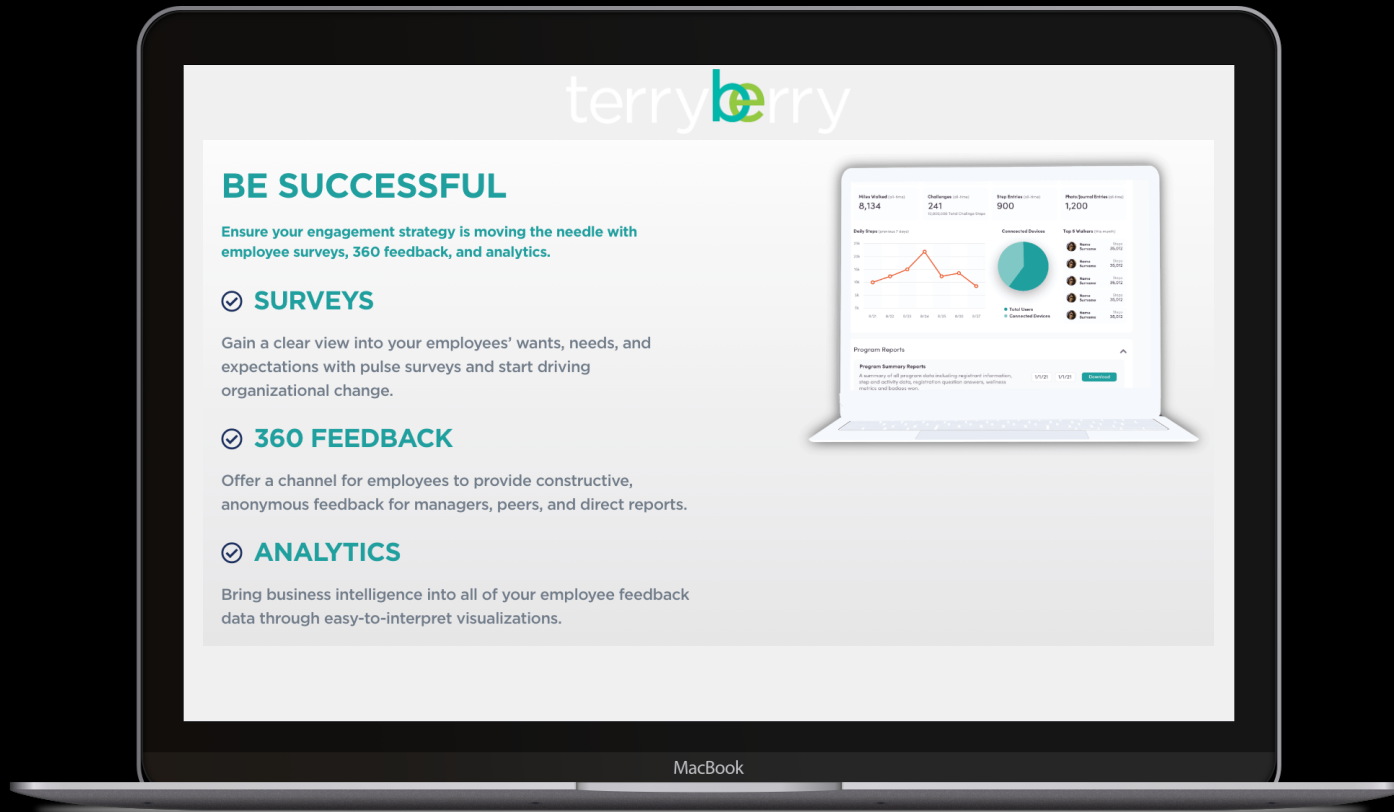
Utilize virtual role-playing scenarios to help employees practice conflict resolution skills in a safe, gamified environment.

## **Compliance Training:**

Convert compliance training into an interactive game with scenarios that test employees' knowledge of policies and regulations.



# ANALYTICS IN HR GAMIFICATION



Measuring the ROI and effectiveness of gamification initiatives is becoming more straightforward as organizations increasingly adopt approaches that allow for clear objective-setting and quantifiable outcomes.

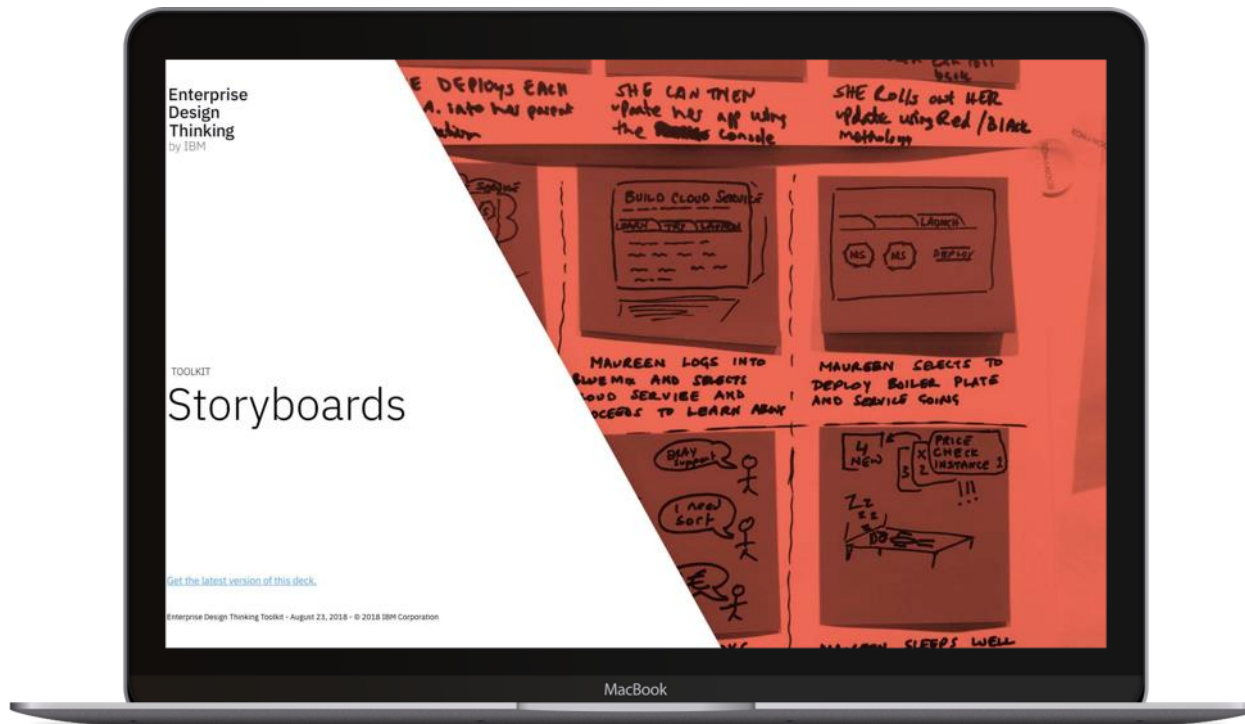
# LEVEL UP

Your Process





# STORYBOARDING / EXPERIENCE MAPPING



- **Frame Your Story**

Select your character (User), identify the setting and frame the plot

- **Illustrate**

Use illustrations, icons, or diagrams to depict different stages of a user's interaction with a product or service

- **Identify Pain Points and Opportunities**

Identify areas where users might face challenges or have negative experiences, providing opportunities for improvement



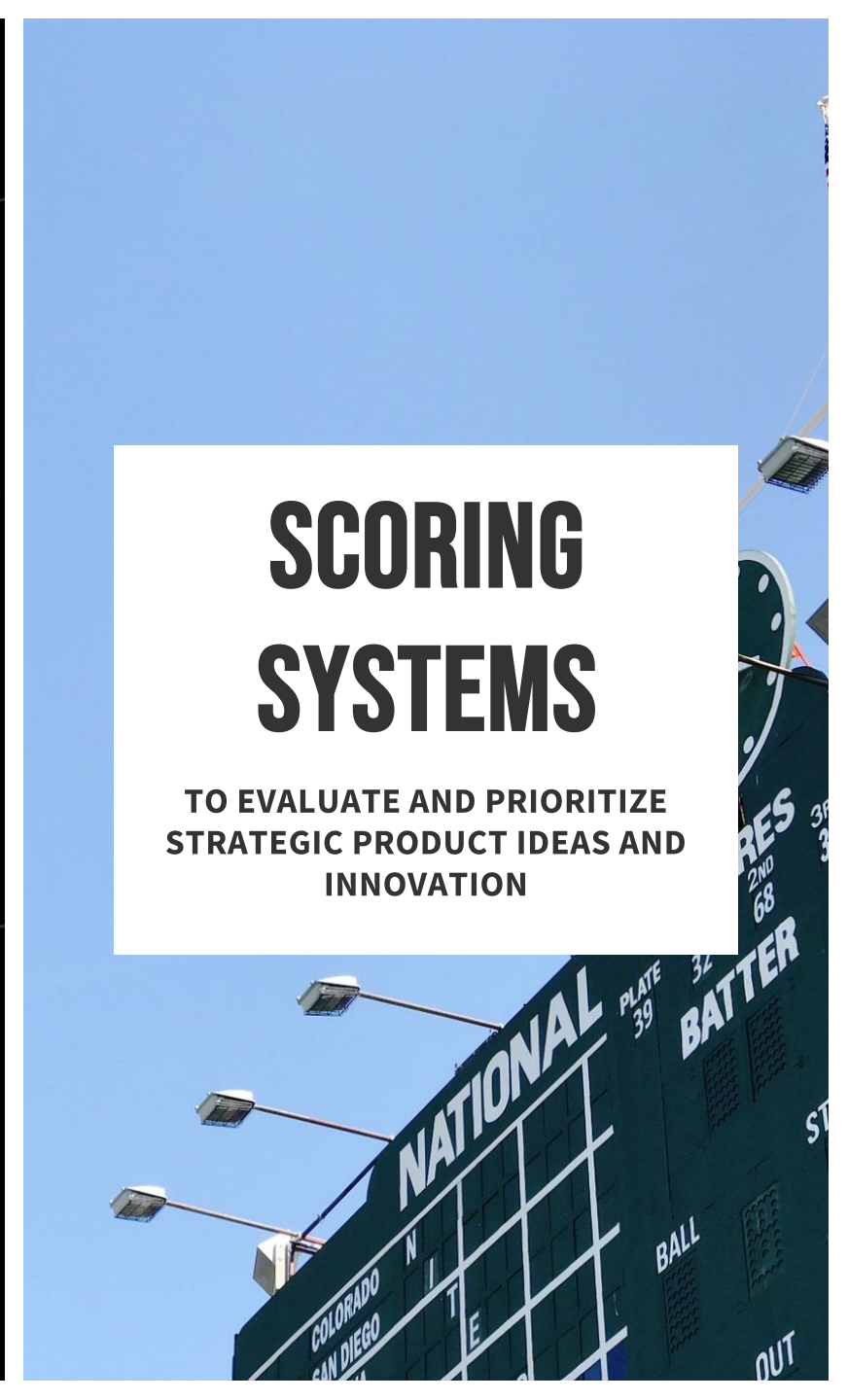
# GAMIFIED WORKSHOPS

TO ALIGN TEAMS AROUND STRATEGIC  
VISION AND GOALS



# CROSS-FUNCTIONAL CHALLENGES

TO ADDRESS CUSTOMER WANTS,  
NEEDS OR ISSUES



# SCORING SYSTEMS

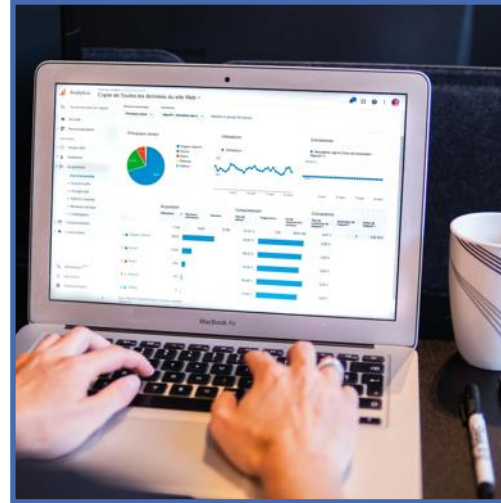
TO EVALUATE AND PRIORITIZE  
STRATEGIC PRODUCT IDEAS AND  
INNOVATION

# PRODUCT MARKET ING



## Post Launch Customer Interviews

Reach out to users to collect feedback and give points for the number of interviews and depth



## Monitoring and Analysis

Create a challenge to identify insights by turning your team into "data detectives"



## Campaign Leaderboard

Track which campaigns have contributed the most to an identified key result or KPI



# LEVEL UP

Your Product Career



# CREATE YOUR LEVELS AND PROGRESSION SYSTEM

#PRODUCTCON

## Sample PM Skills Scorecard

	Product Manager	People Leader	Head of Product	Thought Leader
	Level 1	Level 2	Level 3	Level 4
Innovation	2	2	3	5
Strategy & Vision	2	3	4	5
Business Acumen	2	3	4	5
Design	2	2	3	3
Analysis	3	4	4	5
Marketing	2	2	3	5
Technical Aptitude	3	3	3	3
Partnerships	3	3	4	5
Team Building	1	3	4	5
Writing	3	3	4	5
Public Speaking	1	2	3	5
Network	2	2	3	5

# DEVELOPING A HIGH-PERFORMANCE MINDSET





# LEVEL UP

The Conclusion



# CHALLENGES AND RISKS

## Implementation Barriers

1. **Resource constraints:** Implementing HR gamification may require significant time, effort, and financial investment, which can pose challenges for organizations with limited resources.
2. **Technological barriers:** The integration of advanced technologies, such as [AI recruitment software](#), may necessitate the acquisition of new skills and knowledge for HR professionals, creating potential obstacles to successful implementation.
3. **Resistance to change:** Employees may initially resist the introduction of gamified HR initiatives, particularly if they perceive them as intrusive or overly competitive.

## Ethical Concerns

1. **Data privacy:** The collection and analysis of employee performance data in gamified systems can raise concerns about data privacy and security, requiring organizations to implement robust data protection measures.
2. **Fairness and equity:** Ensuring that gamified HR initiatives are fair and equitable is crucial to avoid creating an overly competitive environment that may harm employee morale and team dynamics.
3. **Intrinsic motivation:** Overemphasis on extrinsic rewards in gamified HR systems can undermine employees' intrinsic motivation, leading to decreased engagement and productivity in the long term.

## Balancing Fun and Work

1. **Over-gamification:** Striking the right balance between fun and work is essential to ensure that gamified initiatives are engaging without detracting from employees' focus on their core job responsibilities.
2. **Appropriate game elements:** Selecting the right game elements for the specific context and goals of the organization is critical to avoid creating distractions or trivializing important tasks.
3. **Tailoring experiences:** Designing gamified experiences that appeal to the diverse preferences and motivations of employees can be challenging, requiring organizations to consider individual differences and adapt their approaches accordingly.







# DEVELOP YOUR OWN GAMES

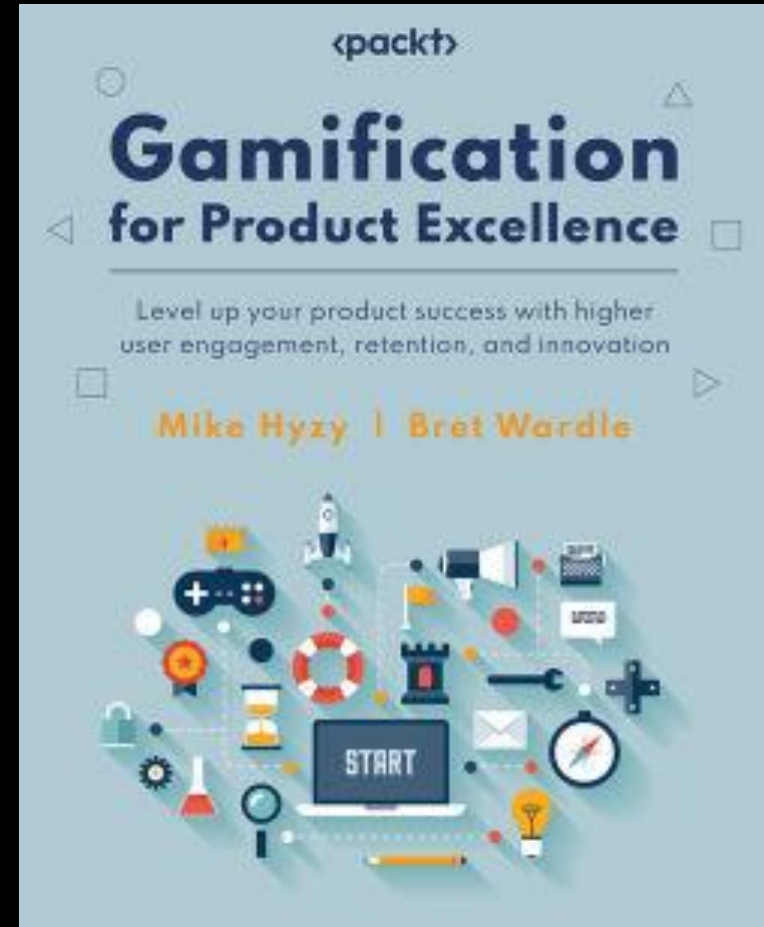
- Understand your teams needs and motivations
- Set clear goals and objectives for gamified actives
- Brainstorm and design gamified techniques
- Prototype and test
- Integrating Gamified activities in to your product development process



**THANK YOU FOR  
YOUR TIME!!**

**DIVE DEEPER  
WITH OUR BOOK**

[WWW.LEVELUPYOURPRODUCT.COM](http://WWW.LEVELUPYOURPRODUCT.COM)



The background of the slide is a complex, abstract network of thin blue lines and small dots, resembling a molecular structure or a data network. The lines and dots are scattered across the entire frame, creating a sense of interconnectedness and complexity.

**Who wants to play a game???**

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ONE SHRM PDC.



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