HÅVARD LILLEVIK.

THE LONGEST TOPIC EVER

Driving digital **transformation** with the combination of human skills, skill of trade, modern technology, and **gamification** combined
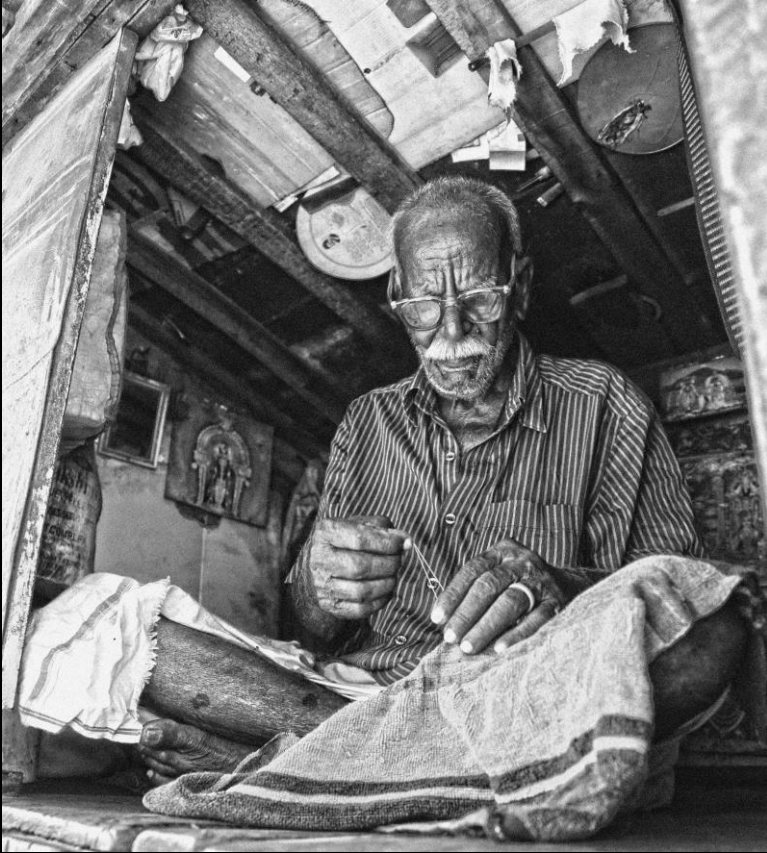
DIGITAL TRANSFORMATION

Is the process of **using** digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.

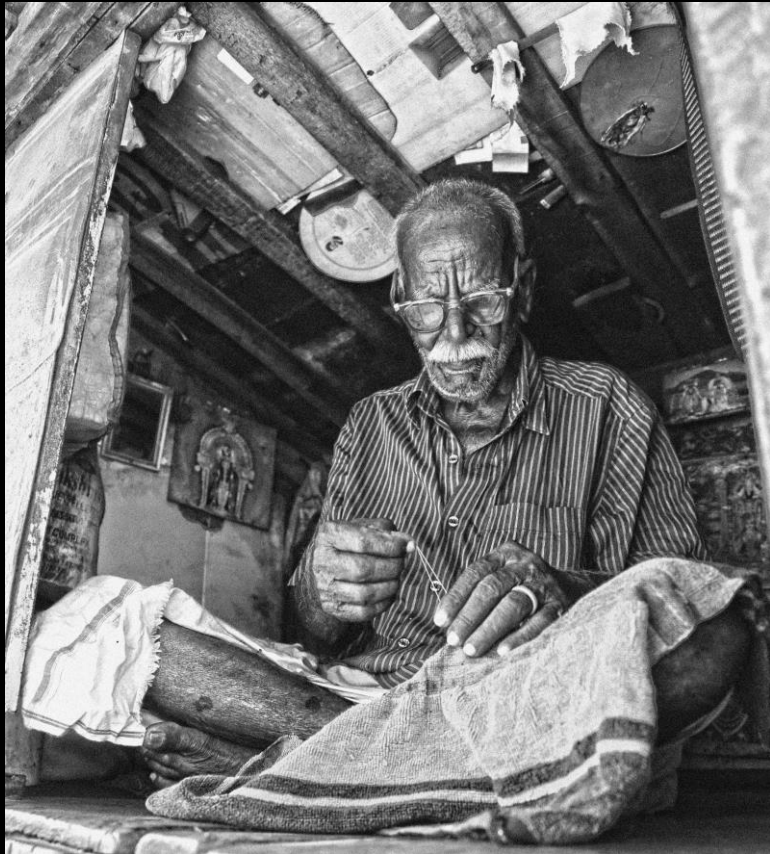CEO, Sales Force

A NEVER
ENDING JOURNEY

SKILL OF TRADE   HUMAN SKILLS

SUPERSKILLS

THE **EXTRA**
MILE

GAMIFICATION

- Gamification is the application of game-design elements and game principles in non-game contexts.

- Gamification commonly employs game design elements to improve user engagement, organizational productivity, flow, learning, employee recruitment and evaluation, and usefulness of systems.

- Gamification techniques are intended to leverage people's natural desires for socializing, learning, mastery, competition, achievement, status, self-expression, or simply their response to the framing of a situation as game or play.

Source: WikiPedia

SCEPTICAL?

75%

Of the global workforce by 2025
will be made up of millennials

GAMIFICATION
IN TRAINING

Sources: eLearning Learning, EHSToday

80% US workers who believe game-based learning is more engaging

60% increase in employee engagement as a result of gamification training features

50% improved productivity because of gamification training features

50% business transformation programs that fail due to poor employee engagement

FUTURE GENARATIONS COMES WITH
A COMPLETELY DIFFERENT
PERSPECTIVE

HOW TO
INTEGRATE
GAMIFICATION

Service Tickets

IT Documentation

STILL SCEPTICAL?

THE EDGE