

# GAMIFICATION FOR BUSINESS

## – 2 DAYS OF FUN

Implementing Gamification and Follow-up Planning to Develop the Knowledge, Understanding and Skills to Plan Effective Gamifications Projects for Organizations

7th & 8th December 2017  
Kuala Lumpur, Malaysia



### FREE TAKEAWAY

Upon Completion of this Course, Delegates will be taking with them the GAMIFICATION + Gamification Design Framework. They will also receive an Hour of Free Post-Workshop Consultancy via Skype

DELEGATES ARE  
REQUIRED TO  
BRING THEIR  
LAPTOP AND  
SMARTPHONE  
FOR THIS COURSE

### Major Benefits Of Attending

- **KNOW** when and how to employ gamification strategies
- **HAVE** an understanding of what gamification can do for your business
- **BUILD** a business case for the use of gamification to get buy in from decision makers and key players
- **HAVE** a critical understanding of gamification and evaluation of its impact
- **GAIN** knowledge of existing models of game design and gamification design
- **DEVELOP** critical insight into how gamification can be strategically and effectively applied in a range of business contexts
- **DEVELOP** the ability to design realistic gamification solutions for business issues

### Why you Should Attend?

By the end of this course you will know when and how to employ gamification strategies, have an understanding of what gamification can do for your business. You will also be able to build a business case for the use of gamification to get buy in from decision makers and from key players.

This course is about the theory and practice of gamification solutions for business. You will be introduced to the theory of gamification and how to apply gamification techniques to a business issue.

### Who Should Attend?

This workshop is specifically designed for:

- ✓ President
- ✓ Vice President
- ✓ Senior Business Partners
- ✓ Directors
- ✓ Senior Managers
- ✓ Managers
- ✓ Business Analyst
- ✓ Learning & Development Manager
- ✓ Head of Culture
- ✓ Functional Development Lead
- ✓ Organizational Development Consultant
- ✓ Head of Performance and Development

Organized by: \_\_\_\_\_



Delta created a Ready, Set, Jet project to help train call centre employees – they claim the games helped them do four years' worth of training in one year. Uber, Cisco, Microsoft, Deloitte and Salesforce are all also experimenting with such programmes." - Gamifying Workplace a New Motivation Tool to Improve Staff Performance, The National, 23rd March 2017