

# GAMIFICATION FOR BUSINESS

Experience, Learn and Use the Power of Gamification to Engage & Influence Behavior and Drive Employee Engagement, Productivity and Results

13th & 14th December 2018  
JW Marriott Hotel, Kuala Lumpur, Malaysia

## Major Benefits Of Attending

By end of this course, delegates will be able to:

- **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

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

## 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.

*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*

## Who Should Attend?

This workshop is specifically designed for:

- ✓ Presidents
- ✓ Vice Presidents
- ✓ C-Level Executives
- ✓ Senior HR Business Partners
- ✓ Directors
- ✓ Senior Managers
- ✓ Managers
- ✓ Business Analyst
- ✓ Learning & Development Manager
- ✓ Head of Culture
- ✓ Functional Development Lead
- ✓ Talent & Organizational Development Consultant
- ✓ Head of Performance and Development

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

