

# LEVEL-UP HR MANAGEMENT WITH GAMIFICATION

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

24th & 25th January 2019  
JW Marriott Hotel, Kuala Lumpur, Malaysia

## Major Benefits Of Attending

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

- **GET** a clear understanding of what gamification is and what is isn't
- **LEARN** the basic principles of gamification
- **SEE** great examples of how gamification is applied in companies and businesses
- **GAIN** insights from world's leading gamification experts
- **EXPERIENCE** the power of games and gamification by playing yourself
- **ASSEMBLE** a toolkit of elements you can use in designing gamification solutions
- **WORD** on your own gamification challenge with a team of peers
- **BE ENCOURAGED** to create awareness and support for gamification in your organization
- **BE INSPIRED** to successfully apply gamification to your enterprise
- **EXPERIENCE, LEARN** and **USE** the power of gamification to engage and influence behaviour
- **DRIVE** employee engagement, productivity and results

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

## Why you Should Attend?

It is an attractive and expensive way how to increase the visibility of Human Resources in the organizations. In addition, it has a positive impact on the employee engagement and retention. Most employees do not like HR processes, but they like to play games. The gamification of HR processes and procedures can turn the boring experience into a funny game that navigates employees to the next level. On the other hand, it is hard to identify the engaging idea for most HR processes; the training and development, the recruitment, and the referral recruitment are the areas where the gamification works best. On the other hand, it is hard to introduce the gamification to administrative processes. It is dangerous to add competitions to administrative tasks that everyone has to accomplish successfully. In such a case, the company can enjoy enormous damages. Each game or the competition should be purely voluntary.

This two day course will guide all HR Professionals with decision making authorities with the ideas and ways on how they can use gamification in improving each and every employee's progress at work, and at the same time be able to see boosted results in them.

The focus of the workshop will be HR, but it can also be very useful for sales & marketing, Learning & Development, Customer Experience Designers and Self-employed professionals who want to harness power of gamification.

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



## Who Should Attend?

This workshop is specifically designed for:

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

*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**