Gamification

**Gamification (gām-i-fi-ca-tion) (n.)**
*An application of typical elements of game playing (e.g., point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.*

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**Gamification solves real-world problems**

**Real-life game example:** Pick a card!

**Gamification is the next big thing**

<table>
<thead>
<tr>
<th>Year</th>
<th>Gamification in the U.S.</th>
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<tbody>
<tr>
<td>2015</td>
<td>$2 billion</td>
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By 2015, more than half of organizations that manage innovation processes will use gamification.

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**Gamify your business**

Top 5 areas of your business to gamify:

1. Employee training and development
2. Health and wellness
3. Creating new profit centers
4. Recruitment and hiring
5. User engagement

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**Gamification analytics**

Things to track:
- User participation
- Daily activities
- Users by achievement and levels

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**Gamification takes the hard stuff and makes it fun!**