

TIP SHEET

43 CHEAT CODES FOR USING GAMIFICATION IN ONLINE LEARNING

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Growth Engineering are the #1 experts when it comes to harnessing the power of gamification. If you want to change the behaviour of your learners, then gamification is the tool for you.

Here are 43 tips to level up your gamification strategy and unleash the power of fun in your organisation!

1. KNOW YOUR GOAL

Gamification is a powerful tool to help you achieve your objectives. Want to increase engagement? No problem! Want to change behaviour? Perfect! But if you don't know what it is you want to achieve, then you'll be wasting all that gamification power!

2. DESIGN YOUR GAME MECHANICS TO DRIVE POSITIVE BEHAVIOURAL CHANGES

Gamification uses the features that make games so much fun and applies them to other situations that are less fun. This means they release the same chemicals in the brain that get people coming back to play games they love. You can use this to change learner behaviour!

3. CREATE A BUZZ AROUND THE LAUNCH

Leverage the power of anticipation in the roll-out of your gamified training programme. Use emails and real-world posters to make sure everybody knows what's coming and how excited they should be about it! Even better - start with a big event and get the hype machine going!

4. WELCOME WITH A BADGE

When your learners first arrive on the platform, you need to set the tone right away! Welcome your learners with their first badge and seed the collecting-bug at an early stage!

5. KEEP IT FUN

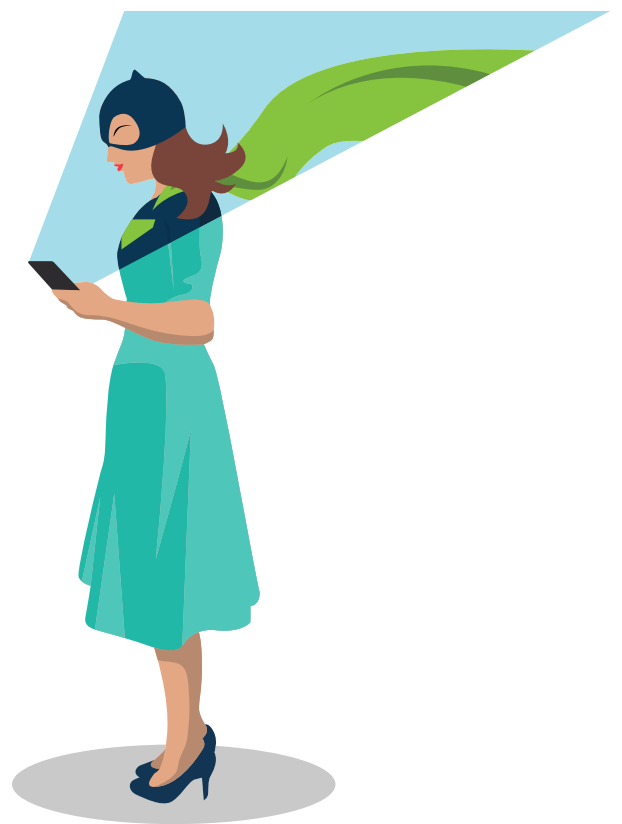
Games are meant to be fun. If your use of gamification doesn't reflect this, there's a good chance that your learners won't benefit. Crank your enthusiasm up to 11, inject some humour wherever you can and don't forget to use the word 'awesome' as often as possible!

6. KEEP IT SIMPLE

Don't let ambition cloud your judgement. However you decide to use your game mechanics, don't overcomplicate them. Link every action to an outcome and ensure that both are obvious to the learner. Otherwise, the learner won't know whether they've succeeded or not and won't be as likely to return.

7. LET LEARNERS CREATE AVATARS

In any game where the player assumes a role, the character they create will move through the game. This helps people feel a sense of ownership. The same is true with training. A profile isn't just there for the admin's benefit - it's the learner's identity.



8. MAKE PROGRESS OBVIOUS

Use progress indicators to show the learners how far along they are in each task. This can be anything from a progress bar to a simple percentage completion indicator. Simply by seeing that they don't have far to go, they'll be more likely to put in a little extra time just to mark the task 'completed'.

9. MAKE ALERTS OBVIOUS

When your learners earn awards or badges, you need to give them a fanfare worthy of the effort they put in. Alerts let them know in real-time whenever they've achieved something. Imagine winning a badge and not even knowing! The horror!

10. USE LEVELS TO DEFINE A LEARNING JOURNEY

The learner has to complete their current level before unlocking extra content in higher levels. In this way, levels are the perfect vehicle for building a training curriculum. Unlike ordinary learning pathways, this is great fun for the learner and makes training more enjoyable!

11. START WITH EASIER, SHORTER LEVELS

Simple introductory concepts should be introduced in the lower levels with more complex learning content only getting unlocked once the learner is proficient enough. Then, once the learner has completed mandatory content they can move on to role-specific training. Exciting!



12. WEIGHT YOUR POINTS ACCORDINGLY

When you're assigning points, be mindful that they are supposed to mean something. If you award 100 points for posting a comment on the social feed and only 10 for completing a piece of compliance training, you will undermine the importance of the training. Reward what really matters!

13. GIVE MORE REWARDS TO NEWER USERS

You can secure your learners' buy-in by showering them with rewards at an early stage. This is something to consider when you're planning your level structure. As they progress, they won't receive as many rewards – but that's all part of the game.

14. MAKE IT CLEAR WHAT NEEDS TO BE DONE TO PROGRESS

When your learner accesses their level summary, they should be able to see which tasks they've completed, which ones they have yet to complete and how far they are from their goal.

15. USE INTRINSIC REWARDS TO SPARK BEHAVIOURAL CHANGE

Intrinsic rewards include intangible things like the sense of accomplishment or the feeling that progress is being made. These are the most powerful drivers when it comes to changing learner behaviour.

16. LET LEARNERS EXCHANGE POINTS FOR PRIZES

If you can build a reward centre into your learning platform, your learners will have the chance to exchange their hard-earned points for real prizes. This can be anything from a half-day token to an online voucher.

17. USE EXTRINSIC REWARDS SPARINGLY

Don't rely on extrinsic rewards to fuel your learners' journey for knowledge. If your learners focus on their rewards, they might lose sight of their development and perform tasks simply to earn enough points.

18. LET THE LEARNER BECOME AN EXPERT

Prestige is a powerful element when it comes to engaging users on any system. Create a solution that lets you highlight the learners who go above and beyond in their field. Once you know who they are, make sure everyone else does – this gives the expert the recognition they deserve and gives everyone access to their knowledge.

19. TIE LEARNER GOALS TO LARGER COMPANY GOALS

Make sure your learners' goals are aligned with those of the larger company. By doing this, you're not just ensuring that the overall mission is driving forward, you're also encouraging the kinds of behaviours that put the company first. It will also help your learners feel part of something much bigger than they are.

20: CREATE AN AREA FOR COMMUNITY

Playing a game just isn't as much fun if there's nobody around to see how well you're doing! A gamified solution isn't nearly as powerful if it doesn't also include any social features. Make sure your learning platform has an area where the whole community can get together and brag about their successes.

21: CREATE SOCIAL GROUPS

Lots of video games make use of social features to keep learners coming back. You can do the same by using dedicated social groups to build communities that get people excited about your training.

22. INTEGRATE WITH SOCIAL MEDIA

Add a viral aspect to your learning platform by integrating with other social media sites. Give your learners the opportunity to share their hard-earned badges outside of the platform (and don't forget to award points for doing this).

23: MAKE SURE IT LOOKS BEAUTIFUL

These days, nobody trusts anything that doesn't look professional. If your gamification looks like it was made with clip art, no one will take it seriously.

24. MAKE SURE IT'S ON BRAND

While you're tending to the visuals, ensure that your training reflects your brand. This provides consistency but it also reinforces the overall values behind your company. It will help your learners realise that the business is invested in your training.

25. CATER FOR EVERY TYPE OF GAMER

The Bartle Test defines people according to how they approach a game. Gamers are classified into four areas depending on how they prefer to play – Achievers, Explorers, Socializers, and Killers. Your gamification solution should satisfy everyone.

26: TEST!

How are you going to know how effective your game is if you don't play it for yourself!? Test everything before the big launch and once you've done that, test it again just to be sure. Like all projects, you can iterate and improve it. See what works and build on that.

27. ASK FOR FEEDBACK

Your learners know what they like and what works for them. Give them the opportunity to leave feedback – you might find that this is where some of your most successful ideas will come from!

28: ANALYSE

Once your gamified LMS is up and running, you'll need to carefully analyse how your learners are approaching it. Are they completing all of the content? Is everybody engaging with the system? If not, a good reporting suite will let you identify who's lagging behind.

29. KEEP CONTENT FRESH & REGULAR

You don't want your learners' experience to become stale and boring. Make sure you regularly update your content so that your learners always have something new to discover.



30: YOU CAN NEVER HAVE ENOUGH BADGES!

When it comes to badges, there is no upper limit! The human urge to collect is more powerful than you probably realise and will drive your learners to consume content.

31. GROUP BADGES IN SETS

Got a series of Health and Safety eLearning units? Create a set of badges to go along with them. You'll tap into that compulsion to complete the set and ensure that your learners persevere through the whole series.

33. ENCOURAGE COMPETITION

A little competition is healthy! It encourages people to try a little harder and it also helps build a sense of community. Use leaderboards to show who has the most badges or points and you'll have learners fighting to knock each other off the top spot!

34: GENERATE ENVY

As an extra incentive, why not run a competition on your platform? Invite everyone to participate and call out the winner on a special site banner as a prize. As soon as everyone else sees it, they'll be more inclined to try harder next time!

35: MAKE IT EASY TO FIND

A learner wants to be able to find all their prizes, rewards, badges and ranks in one place. Use a scorecard so they can keep track and know what they need to work on to rise up the ranks.

36: USE STREAKS TO DRIVE BEHAVIOUR CHANGE

Rewarding learners for exhibiting a behaviour each day is the perfect way to make sure it makes its way into changed behaviour. Use Streaks to build lifelong habits!

37: USE BATTLES TO REINFORCE KNOWLEDGE

Battles let your learners compete against each other to prove they have the biggest brains on the block. They drive competition like nothing else!

38: PRESENT YOUR TRAINING AS A TOURNAMENT

Unleash the full power of gamification on every aspect of your training campaign and have learners compete to earn the most points and win.

39: SET CHALLENGES

Use challenges to help learners apply their knowledge in the real world. You can set them and then reward learners with praise badges and points if they win.

40: BE CREATIVE

Gamification is about taking what makes games so much fun and applying this to other less fun areas. One of the most enjoyable features of a game is its boundless creativity - make sure your training is the same.

41: HAVE A STRATEGY IN PLACE

You should never simply apply points randomly. If you give 100 points for one piece of training and 3 for another, the value is not even comparable. Try to base the number of points given as a reward on how hard the learner will have had to work to complete it.

42: PUSH NOTIFICATIONS

Sometimes learners just need one final nudge to get something done. A push notification can act as the perfect motivation to get them to complete your training. Especially if you let them know there are points and badges at stake!

43: TEAMS

Gamification doesn't have to pit one learner against everyone else. Consider organising your learners into teams that work together to beat other teams. The sense of comradery can be the perfect motivation to get everyone involved.



WHO ARE WE?



Growth Engineering are research-backed learning experts. We are laser-focused on creating engaging online training solutions that result in meaningful business impact.



HP SUCCESS STORY



HP is the world's biggest personal computer vendor and one of the world's biggest tech brands. They partnered with Growth Engineering to create a beautifully designed mobile app using Growth Engineering's framework: The Knowledge Arcade. The mobile app, called The HP Uni App, is available on the Apple and Google Play stores.

The results were spectacular!

Average per user over one month

- Logins: 84
- Microunits Completed: 6.1
- Battles Completed: 19.3

"We've never seen engagement like it."

- Sylvie Pecher, Global Business Partner At HP



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