GAMIFY YOUR PROGRAM:
UNITE YOUR TEAM,
MOTIVATE (THE RIGHT) PERFORMANCE

NATHAN ESKUE
NORTHROP GRUMMAN INNOVATION SYSTEMS
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FIRST, AN CASE STUDY IN GAMIFICATION...

Anyone want to guess why this is happening? Anyone?!
THIS IS WHY

Activity

MOVE 65%
338/520 CAL

EXERCISE 6%
2/30 MIN

STAND 66%
8/12 HR

saralyn
965

ME
1,264

Exercise

50/30 minutes

Move
538/400 calories

Limited Edition

Workouts:

Close Your Rings

Monthly Challenges
WHAT IS GAMIFICATION?

**gamification**

/ˌɡāməfəˈkāSHən/ noun

the 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.

"gamification is exciting because it promises to make the hard stuff in life fun"

Not as creepy as it sounds

- Align player motivation/activity to fulfill gamemaster’s goal
- Set up uncertainty and (mostly) non-monetary rewards
- Monitor and game test to ensure balance
GOOD EXAMPLE: AUTODESK 3DS MAX

54% increase in trial usage
15% increase in buy clicks
29% increase in channel revenue per trial start
BAD EXAMPLE: GOOGLE NEWS BADGES

Got badges?

Start a conversation or personalize your news

Google news
SO WHEN IT WORKS, WHY DOES IT WORK?

People are motivated to play “games” for a few key reasons.

Gamification isn’t about fun or entertainment. It’s about hacking human psychology to link goals that would not naturally line up.
WHY DOES IT GO RIGHT OR WRONG? WHY DO LEVELS, POINTS, AND BADGES SOMETIMES WORK AND SOMETIMES FAIL?

Gamification isn’t about fun or entertainment. It’s about hacking human psychology to link goals that would not naturally align.
HOW TO GAMIFY YOUR COMPANY IN JUST 3 EASY \textit{(TO EXPLAIN)} STEPS!

1

• How does the company “win”?  
• What needs to happen?  
• What is the goal?
HOW TO GAMIFY YOUR COMPANY IN JUST 3 EASY (TO EXPLAIN) STEPS!

1. How do you know that you’ve won?
   • Measure what matters. Set targets that prove success.
   • Results metrics are key to seeing progress to big goals.
   • But how do you actually steer in the right direction?

2. For every result metric, there is at least one process metric
   • What actions affect the result up or down (efficiency and effectiveness)?
   • Turn it around: What are all the ways you could sabotage a result?
   • Link it: people own processes; process metrics determine result metrics; people won’t feel connected to results unless you show that connection
HOW TO GAMIFY YOUR COMPANY IN JUST 3 EASY (TO EXPLAIN) STEPS!

3. Align the company’s goal to the employee (player) rewards
   • What rewards motivate employees in each situation?
     • Salary? Money? Sure, but then why does Wikipedia exist?
   • Remember the TRIBE, the HUNT, and the SELF
     • Different people are motivated by different rewards
     • A successful system caters to all motivations
PUT IT TOGETHER: A REVERSE EXAMPLE

• You own a kidnapping insurance business
• One of your clients (a princess) is kidnapped by the Bowser Cartel
• $10,000,000 policy; $10,000,000 ransom
• Goal: Get client back (at minimum cost)
PUT IT TOGETHER: A REVERSE EXAMPLE

• Result metric: Lands Searched. Process metric: DNA traces. Motivation-to-goal reward: Coins collected, time remaining (skill-building reward: fireworks with certain end times, 3-coin)

• Link: faster is better, coins proxy for DNA and converted to extra lives to aid progress, points show skill, fireworks/3-coin ensure retention
PUT IT TOGETHER: A REVERSE EXAMPLE

• Result metric: Cartel members neutralized. Process metric: Castles cleared. Motivation-to-goal reward: Cut scenes, uncovered maps, progress bar
• Link: Taken by cartel, limited locations, so each one eliminated means greater odds of rescue
PUT IT TOGETHER: A REVERSE EXAMPLE

• Options
  • Pay policy: $10,000,000
  • Hire pros: $2-3M
  • Contract (with plausible deniability) two out of work, Italian plumbers living with parents in Brooklyn: $0
PUT IT TOGETHER: REAL WORLD EXAMPLE

• Goal: Save the rainforest
PUT IT TOGETHER: REAL WORLD EXAMPLE

- Result Metrics:
  - Acres conserved
  - Preventable harm
  - Eco-friendly trends

- Working capital: $0
- Employees: 0
PUT IT TOGETHER: REAL WORLD EXAMPLE

• Process Metrics:
  • Acres conserved: $’s buy acres, govt’s convert land to parks, so $ earned
  • Preventable harm: local accidents from cars/electrocution primary cause, and bridge program / insulated lines are best solutions, so # bridges, % lines insulated
  • Eco-friendly trends: Letters or public support from decision makers indicate success, so # answered letters and # public pledges from congress
PUT IT TOGETHER: REAL WORLD EXAMPLE

• Linking KSTR goal to individual motivation
PUT IT TOGETHER: REAL WORLD EXAMPLE

• Points
  • Through referrals if friends complete KSTR virtual training and sign up
  • Converted to $’s for acre/animal sponsorship
  • Passes for VIP KSTR tour
  • Point thresholds earn real KSTR merch
PUT IT TOGETHER: REAL WORLD EXAMPLE

- Badges
  - “Find the rope bridges”
- Sponsor an animal/acre (access to webcam, limited spots available)
- Badges for streak checks, limited edition challenges, local projects, responses from letters
- Leaderboard with points/badges
- Map of property showing recent check ins, gold sponsors, recent point earnings, occasional drives with grand prize reward (trip to KSTR)
Gamification isn’t about fun or entertainment. It’s about hacking human psychology to link goals that would not naturally align.

Follow the three steps and your business/players will be aligned and motivated to accomplish big goals.
CONCLUSION

REMEMBER THE POWER OF GAMIFICATION!
SOURCES, FURTHER READING

- https://techcrunch.com/2011/07/15/google-news-badges-we-dont-need-no-stinking-google-news-badges/
- https://www.slideshare.net/nireyal/hooked-model/
- http://www.hookmodel.com/
- Gamify Book: https://g.co/kgs/brXmcc