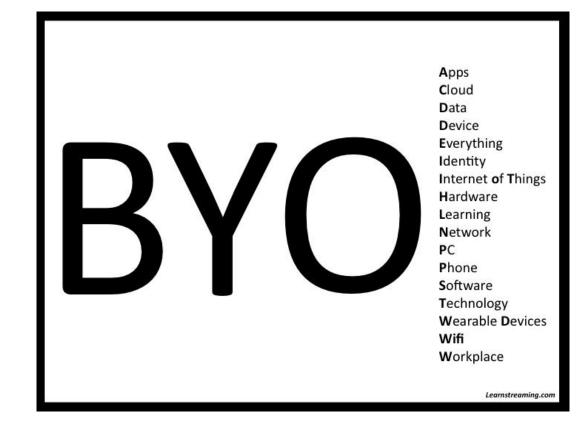


# How to structure and implement gamification elements

Bring your own setting



Luzern University of Applied Sciences and Arts
Institute of Financial Services Zug IFZ
Dr. Max Monauni

max.monauni@hslu.ch





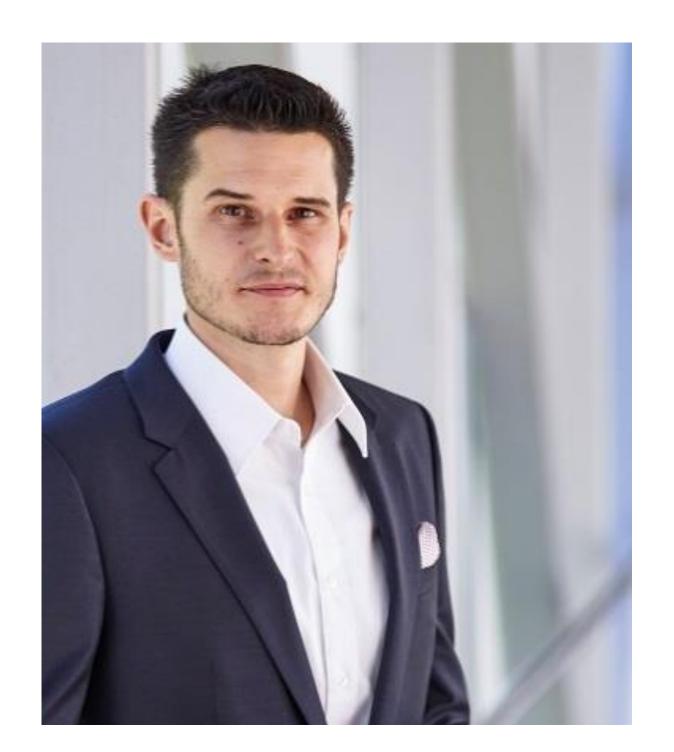
#### Who am I?

Dr. Max Monauni

Master in Controlling, Finance and Accounting (M.A.)

#### **Professional Competencies:**

- Controlling & Cost-Accounting
- Strategic Planning & Behavioral Management
- Simulation-based and gamified Learning



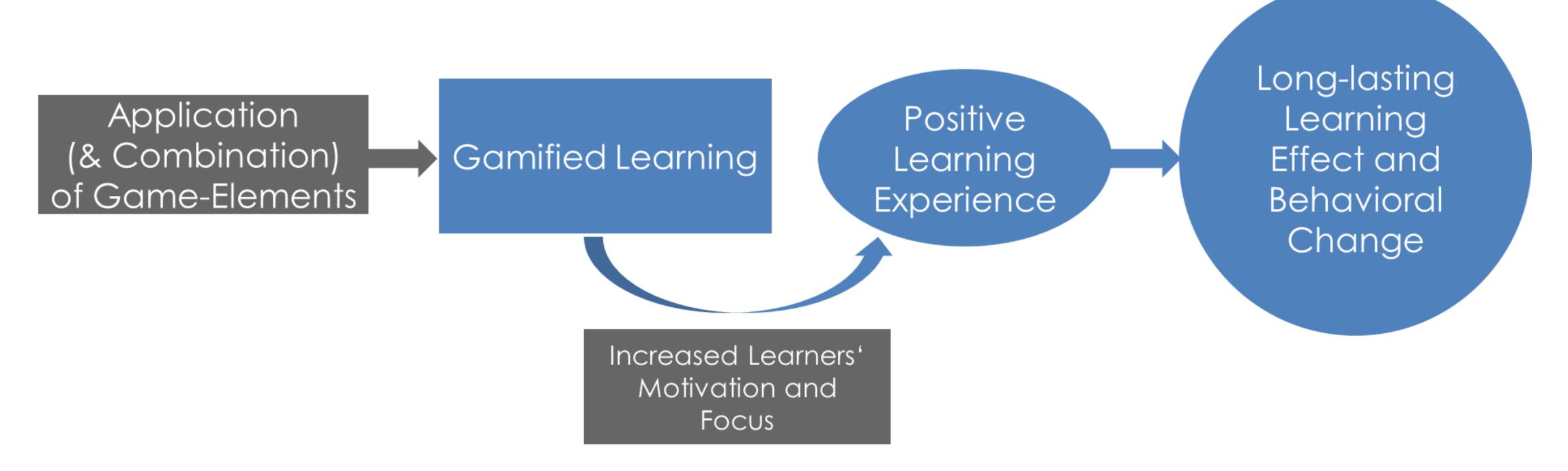
#### **Relevant Publications:**

- Monauni, M.; et al. (2018): Neue Lernformate im Controlling Master Warum sich Blended Learning und Planspiele gegenseitig brauchen. In: Proceedings of the 4th Conference on Controlling. Accounting. Risiko. Finanzen, pp. 382-391.
- Monauni, M. (2017): Closing the strategy execution gap through business simulations. In: Development and Learning in Organizations: An International Journal, Vol. 31 Issue: 4, pp.9-12.
- Monauni, Max; Maier, Dominik; Dillerup, Ralf (2016): Business Simulation als trojanisches Pferd Neue
   Wege der Strategieumsetzung. In: Controller Magazin, Ausgabe 5, September/Oktober 2016, S. 77-84.
- Monauni, M.; Feigl, A.; Guillet, M. (2016): **Gamificatie in Corporate Learning**. In: *Md*, Issue 24, No. 3, pp. 22-29.
- Monauni, Max (2012): Konzeption von Lernarrangements für Unternehmensplanspiele. In: Schwägele, S.,
   Zürn, B. & Trautwein, F. (Hrsg.): Planspiele Trends in der Forschung, ZMS-Schriftreihe, Norderstedt, S. 51-62.

**HSLU** 

#### What's Gamification?

Gamification employs game design elements which are used in non-game contexts to improve user engagement, organizational productivity, flow, learning, employee recruitment, ease of use, physical exercise, traffic violations, voter apathy, and more...



**HSLU** 

## Why Gamification?

#### Problem:

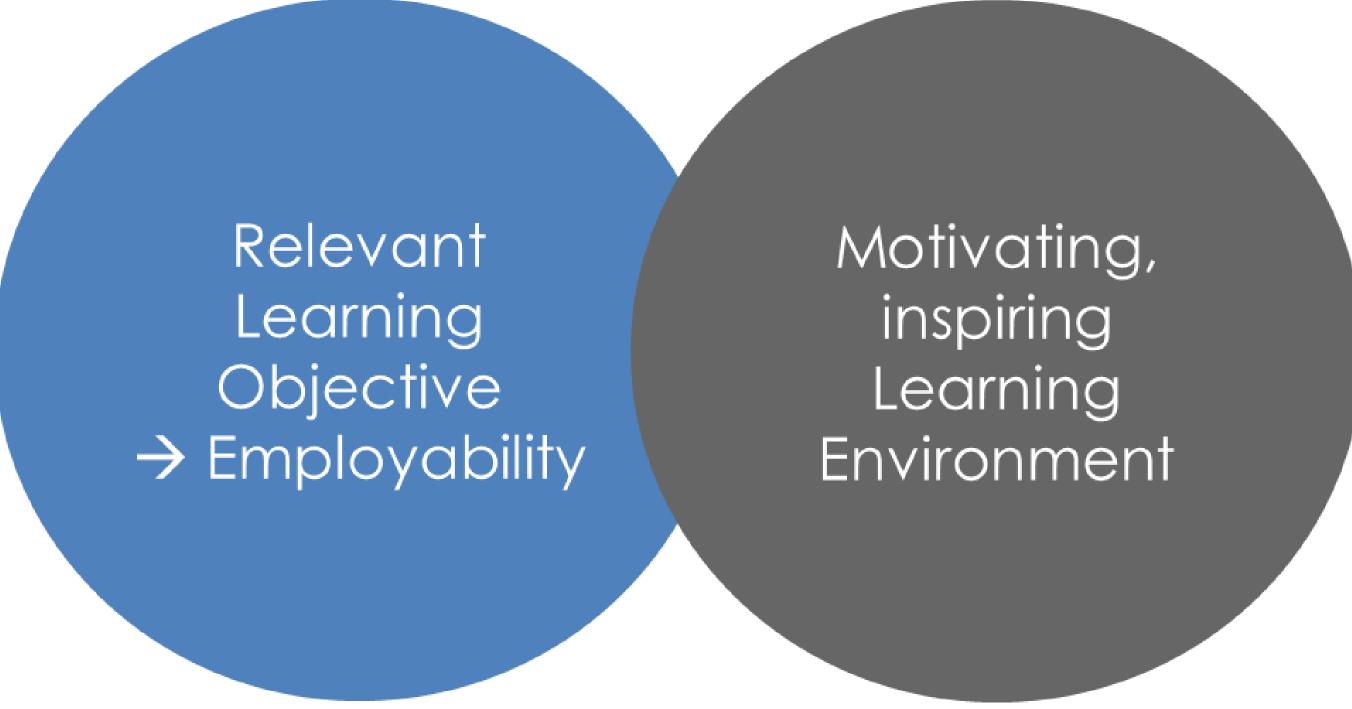
"Der Geist ist willig, aber das Fleisch ist schwach"

"the spirit is willing but the flesh is weak."

#### Solution:

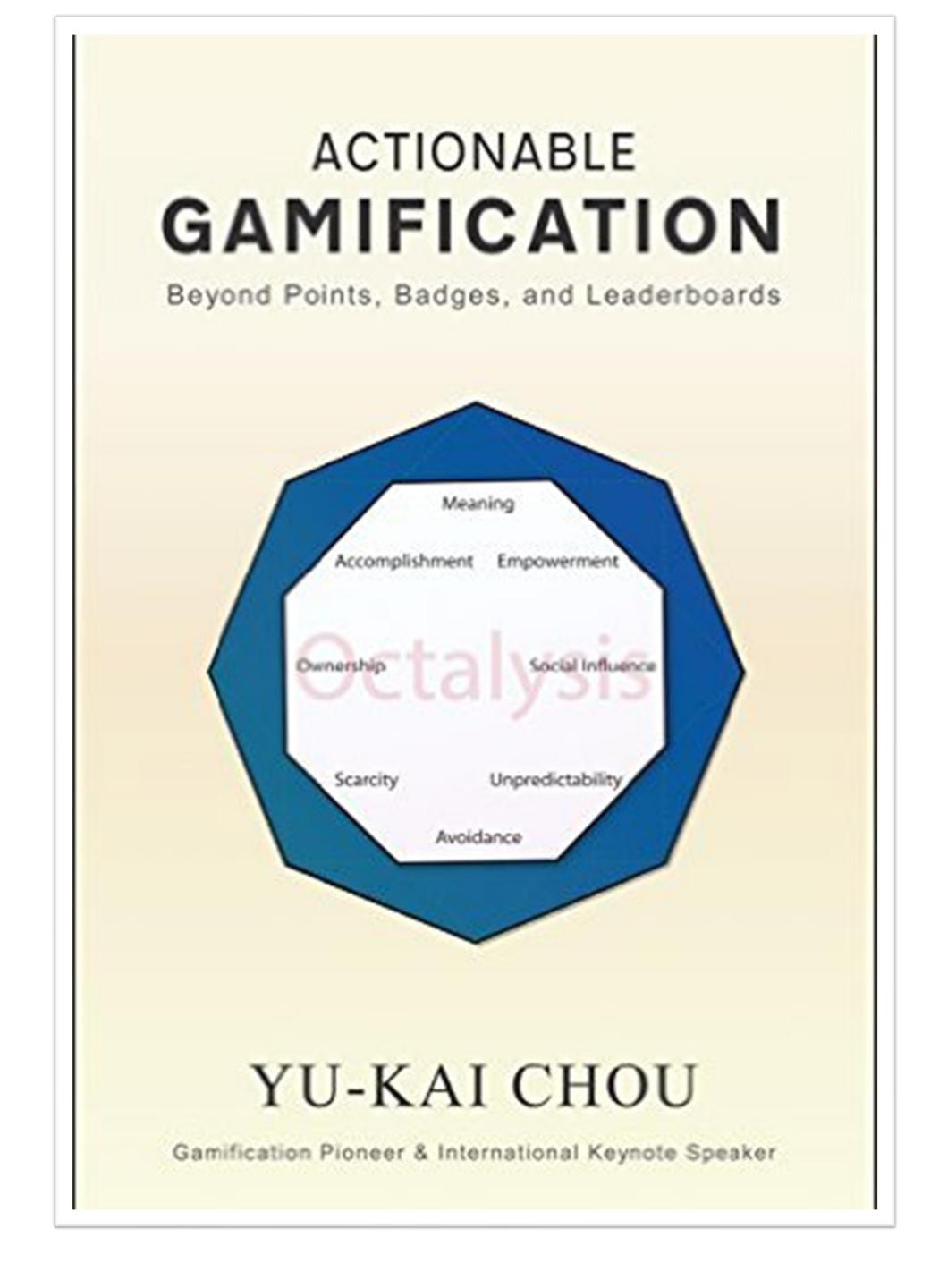
"Der Weg ist das Ziel."

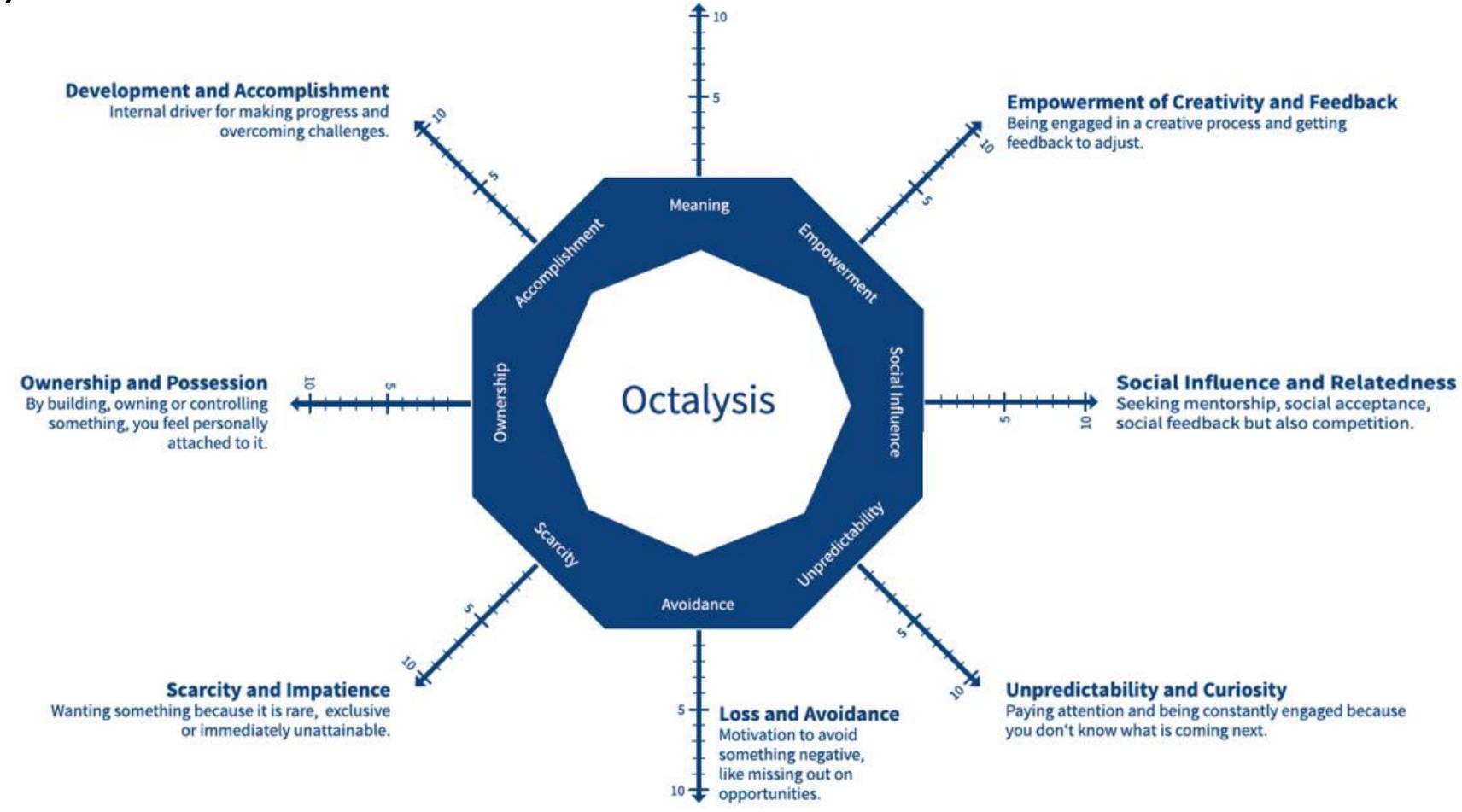
", the journey is the reward."



One way to make Gamification actionable:



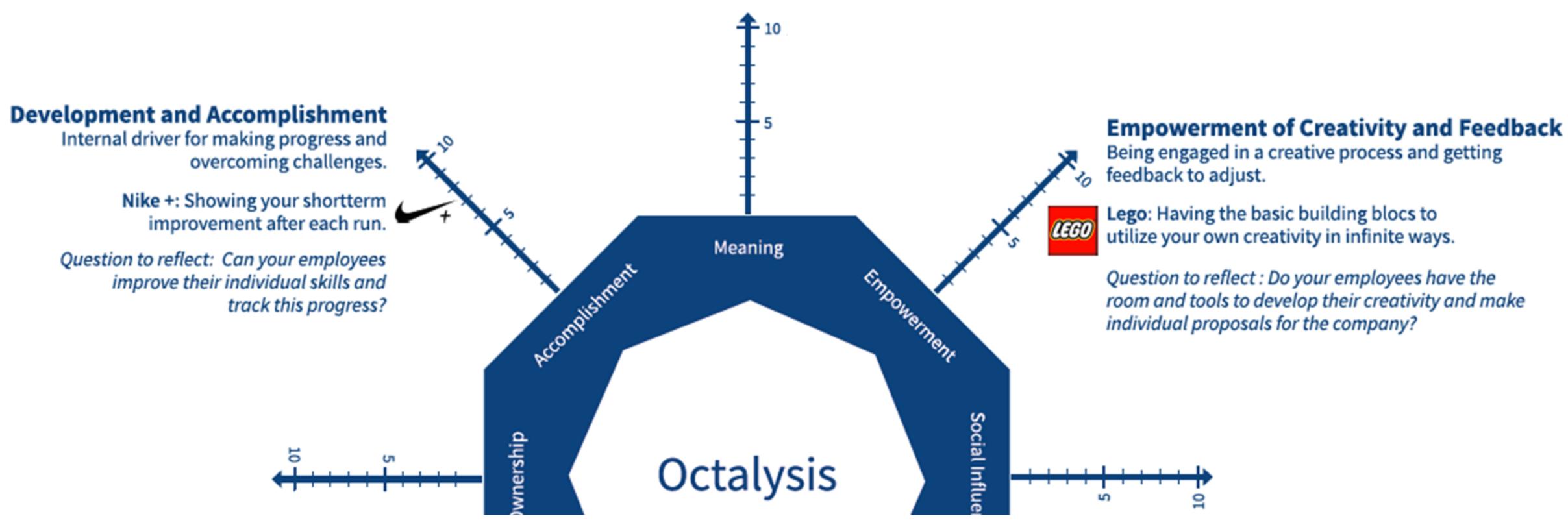




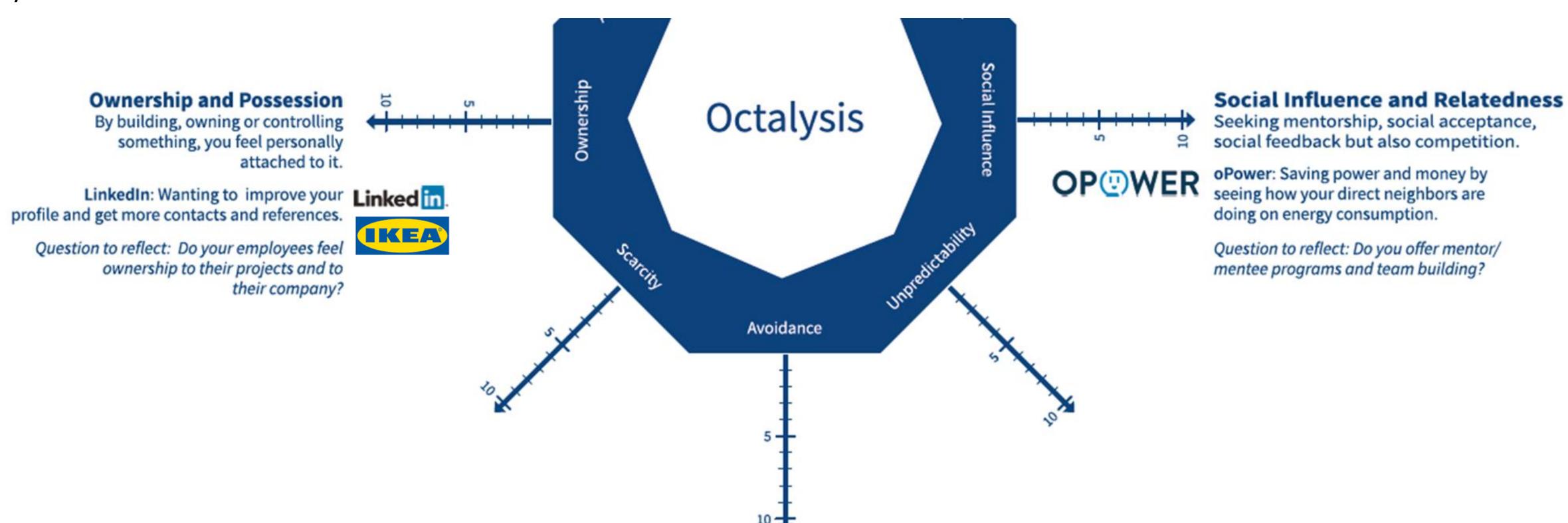
See Yu-Kai Chou (2016): Actionable Gamification

**Epic Meaning and Calling** A task fulfilling a higher purpose. Wikipedia: Collectively preserving the knowledge of mankind. Octalysis 1: WIKIPEDIA Ter Face Encyclopedia Question to reflect : Are you taking your to customers on a journey bigger than themselves? Meaning Accomplishment EINDOWEITHERY. Social Influe nership Octalysis

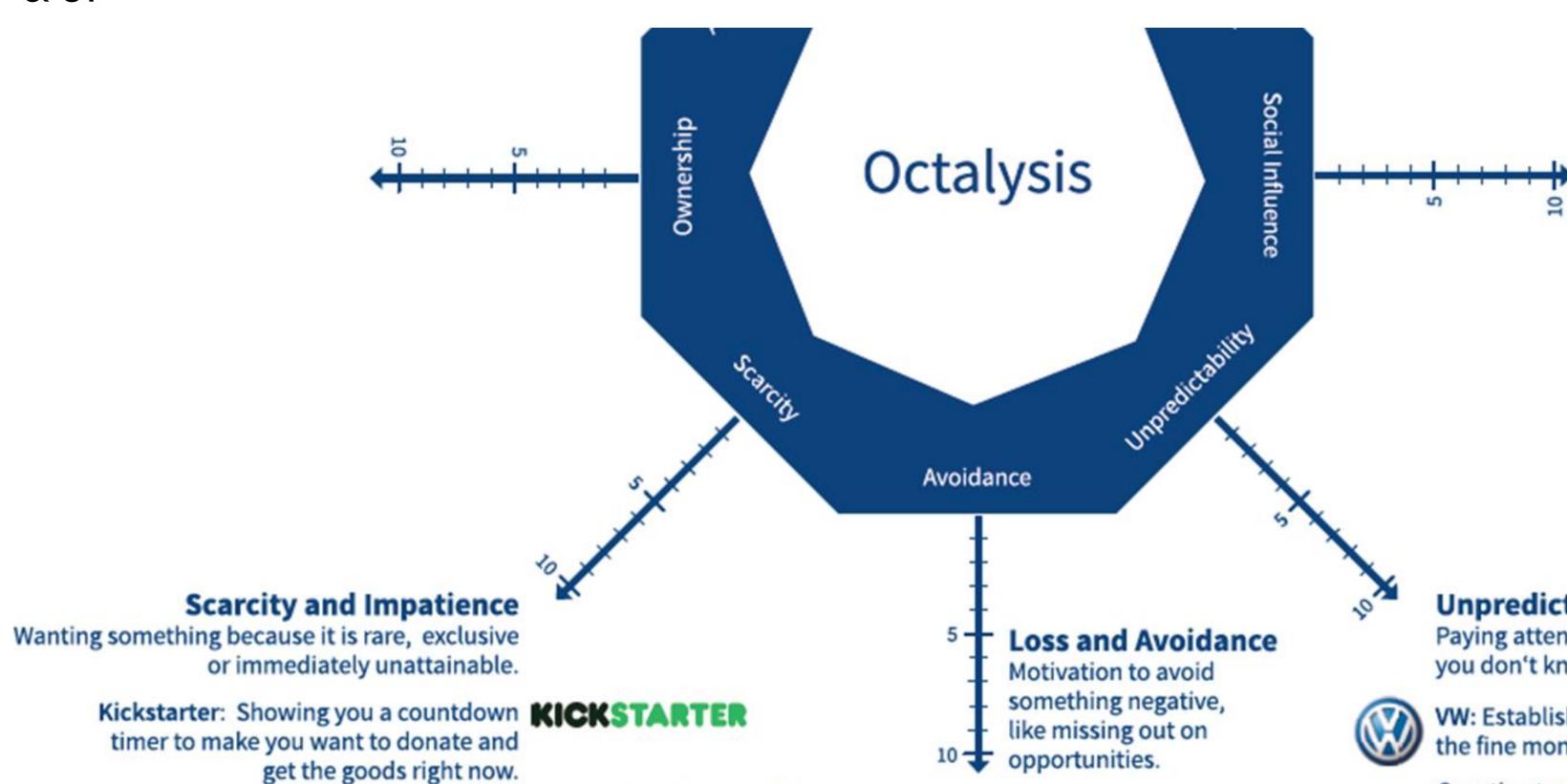
#### Octalysis 2 & 3:



#### Octalysis 4 & 5:



#### Octalysis 6, 7 & 8:



Question to reflect: Do your employees feel an urge to fulfill their tasks immediatly?

Farmville: Avoid plants withering.

Question to reflect: Do your employees have opportunities in your company that they feel they shouldn't miss?

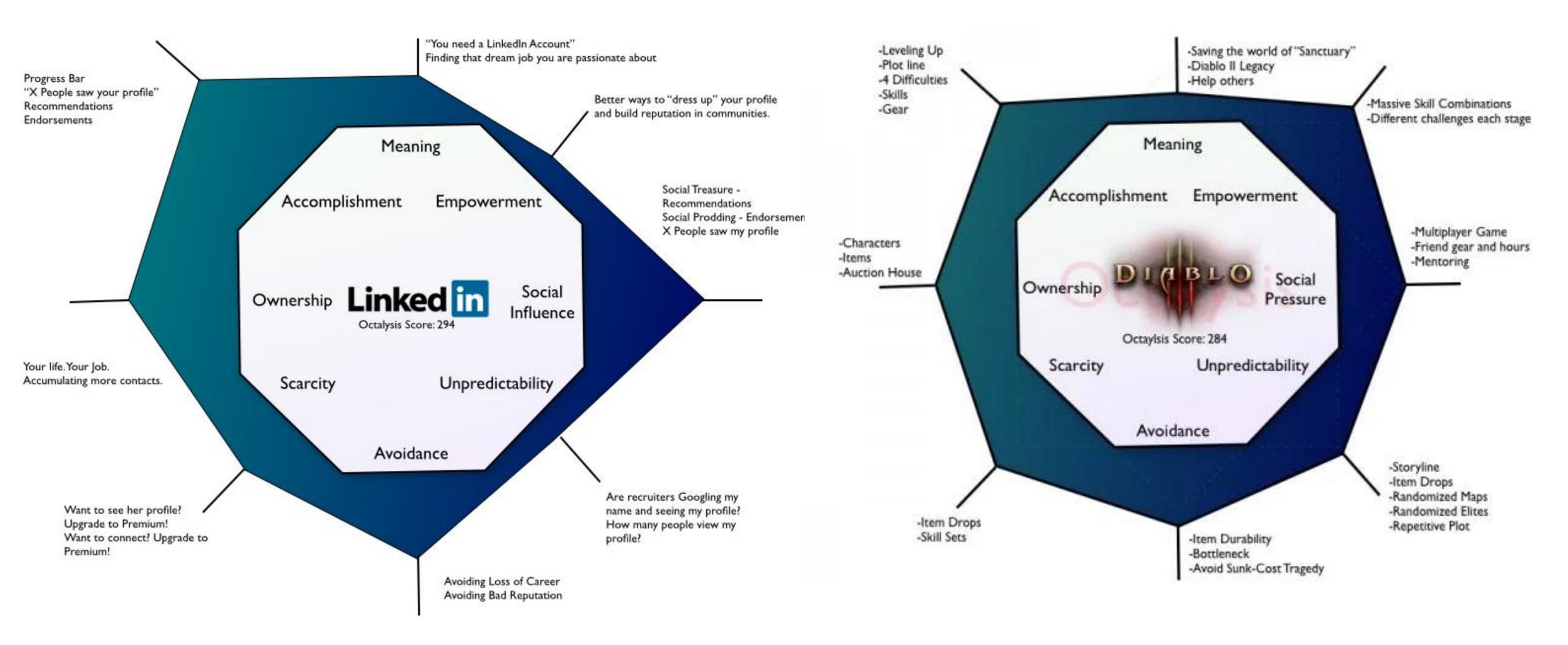
#### **Unpredictability and Curiosity**

Paying attention and being constantly engaged because you don't know what is coming next.

VW: Established a speed Camera Lottery, which is giving the fine money from speeding drivers to good drivers.

Question to reflect: Is your company using the motivation of unexpected events for innovativeness?

## Octalysis Examples: LinkedIn & Diablo



## Different clusters of motivators





## Gamification – to be continued...

Hochschule Luzern Wirtschaft Institut für Finanzdienstleistungen Zug IFZ Dr. Max Monauni

max.monauni@hslu.ch

