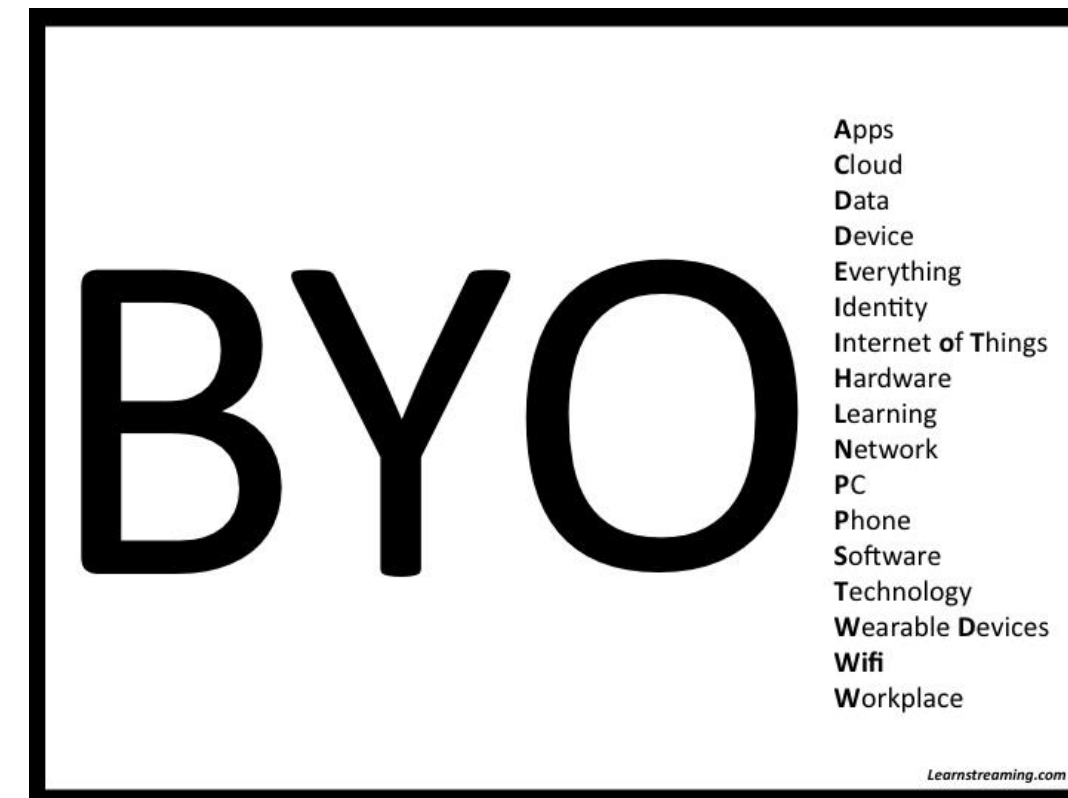


# How to structure and implement gamification elements

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

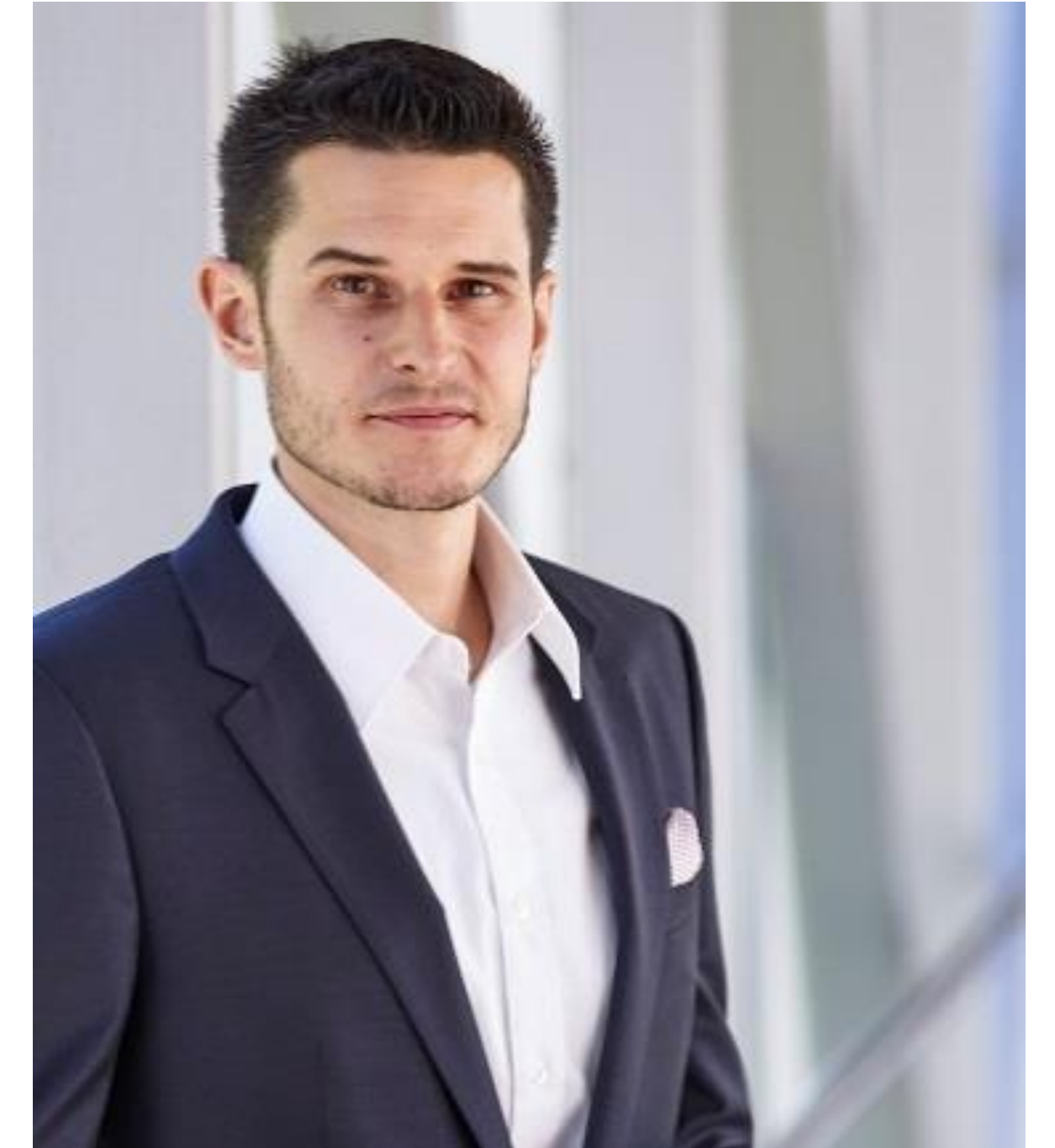
Master in Controlling, Finance and Accounting (M.A.)

## Professional Competencies:

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

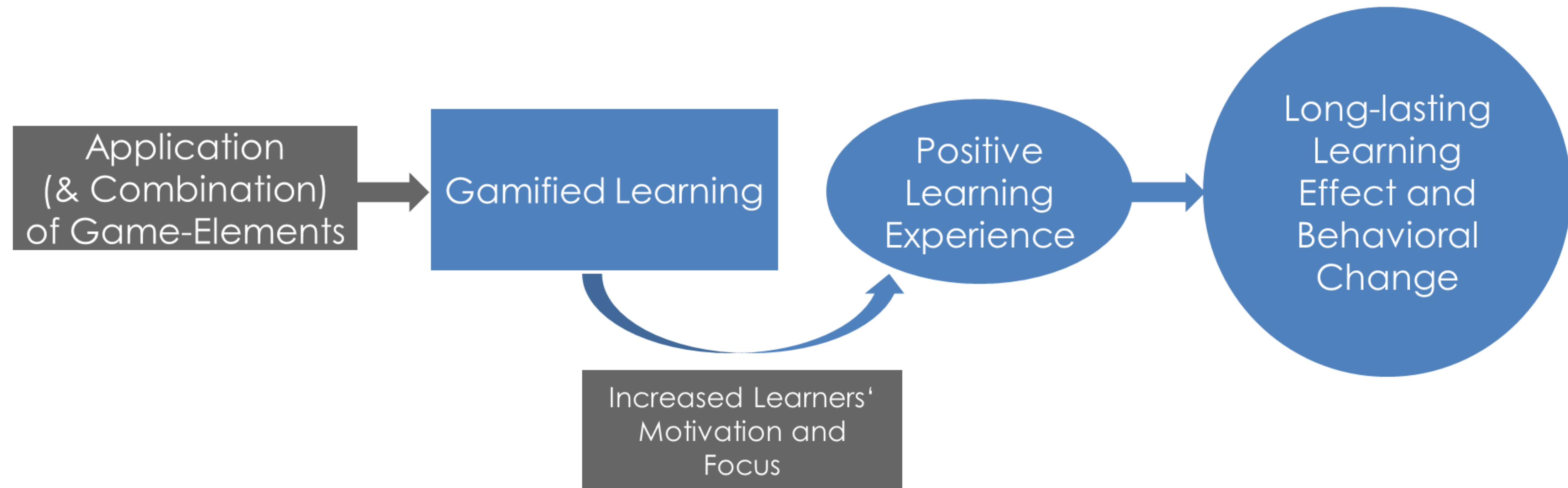
## Relevant Publications:

- 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.



# 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...



# Why Gamification?

## Problem:

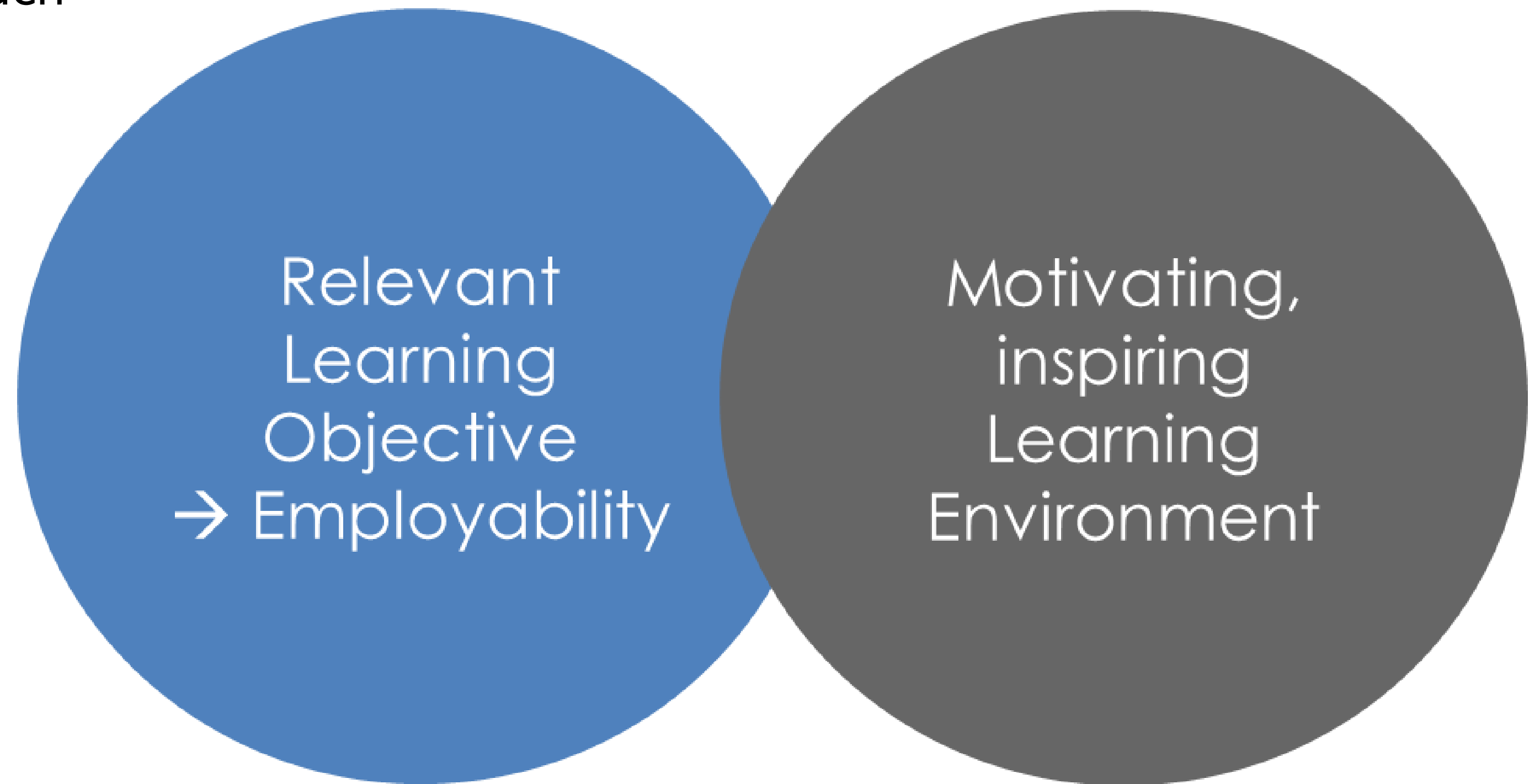
“Der Geist ist willig, aber das Fleisch ist schwach”

“the spirit is willing but the flesh is weak.”

## Solution:

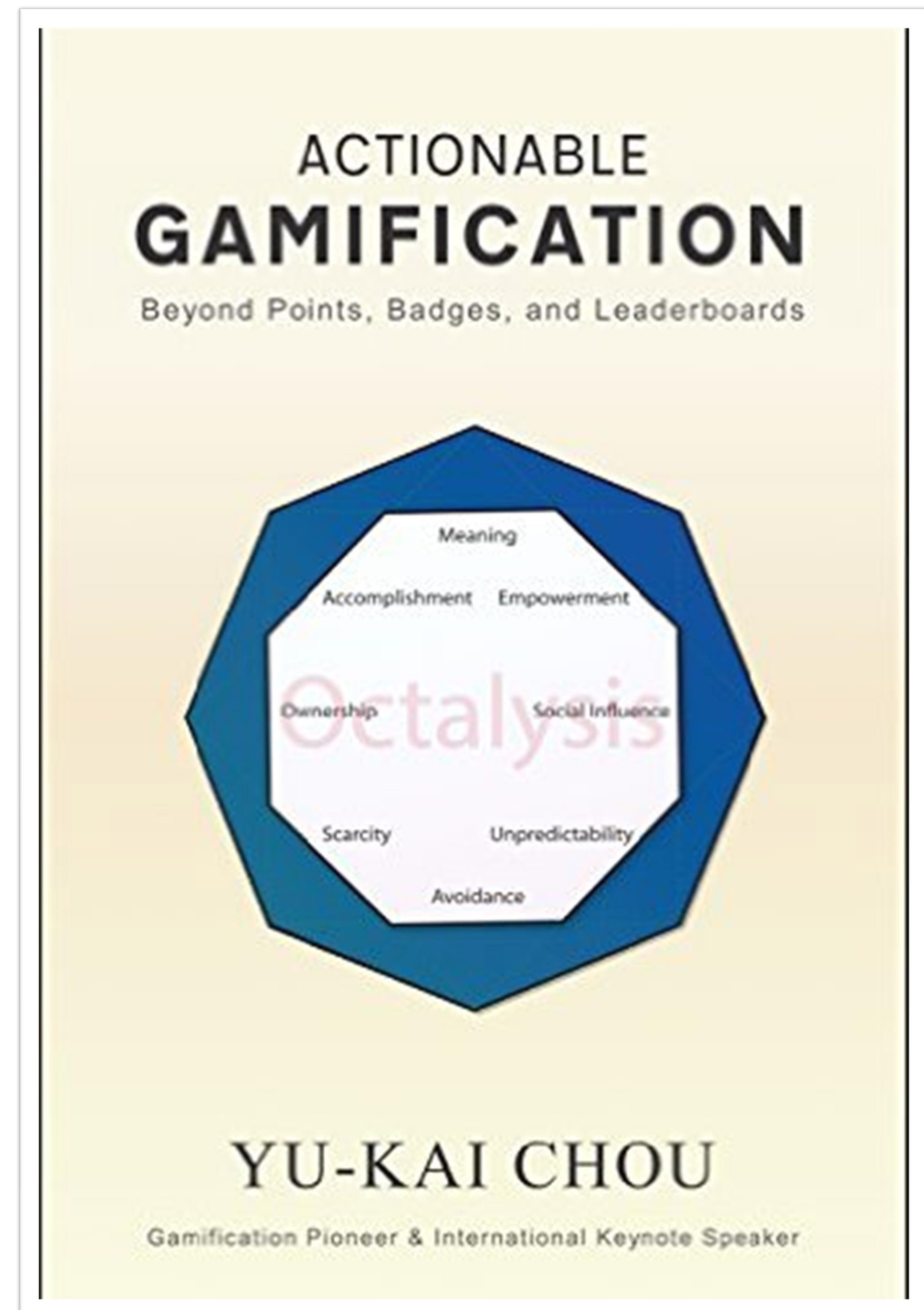
„Der Weg ist das Ziel.“

„the journey is the reward.“

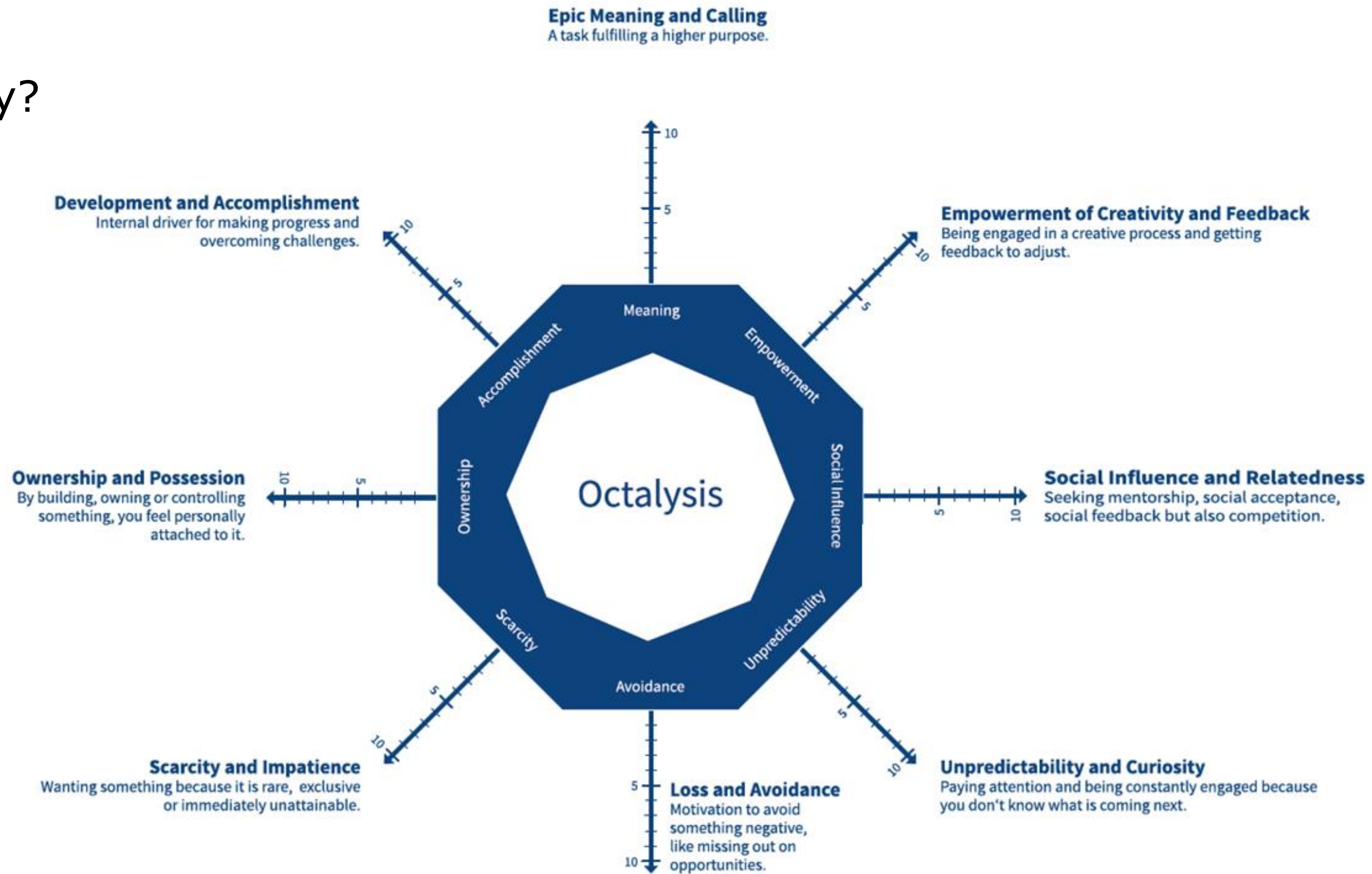


# How to gamify?

One way to make Gamification actionable:



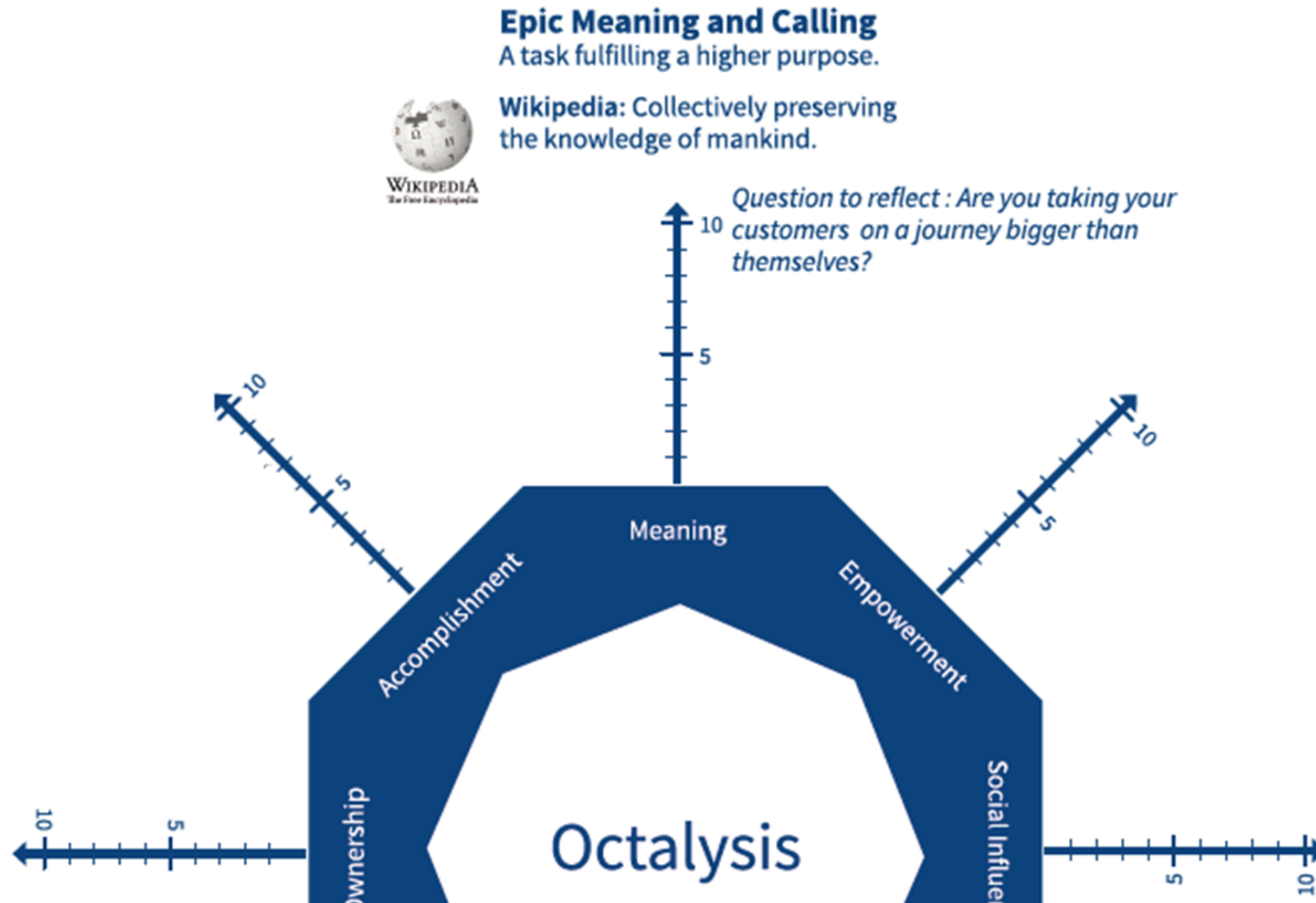
# How to gamify?



See Yu-Kai Chou (2016): Actionable Gamification

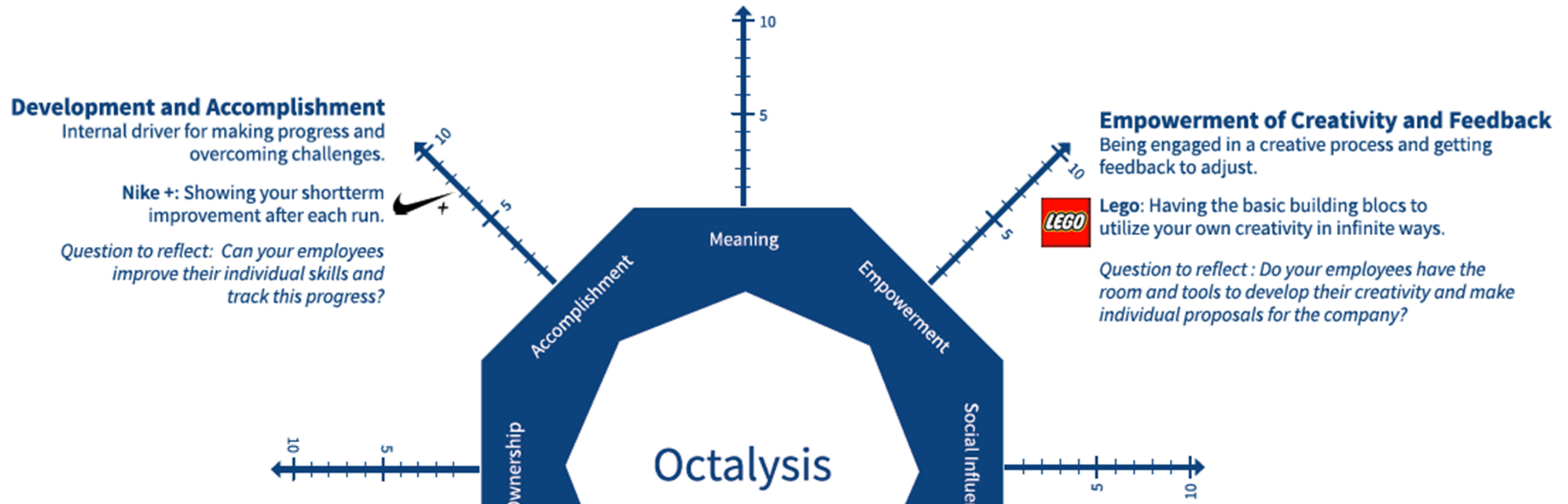
# How to gamify?

Octalysis 1:



# How to gamify?

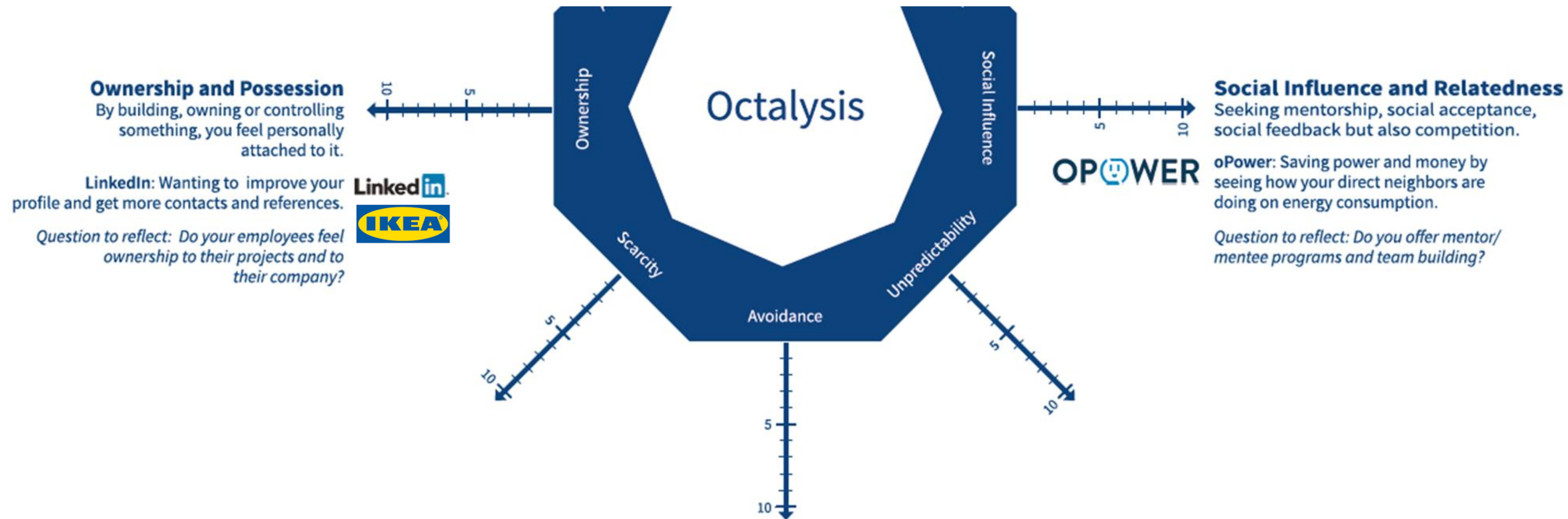
Octalysis 2 & 3:





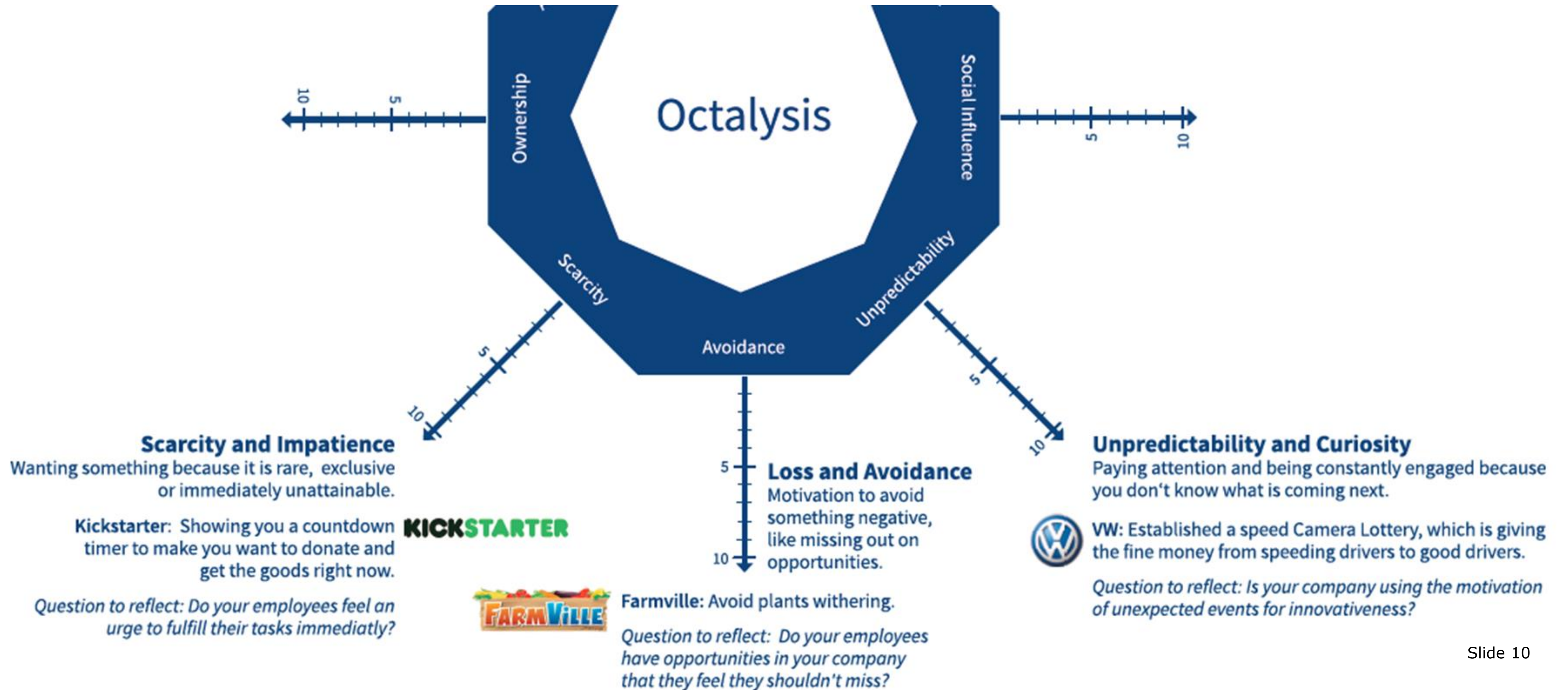
# How to gamify?

Octalysis 4 & 5:

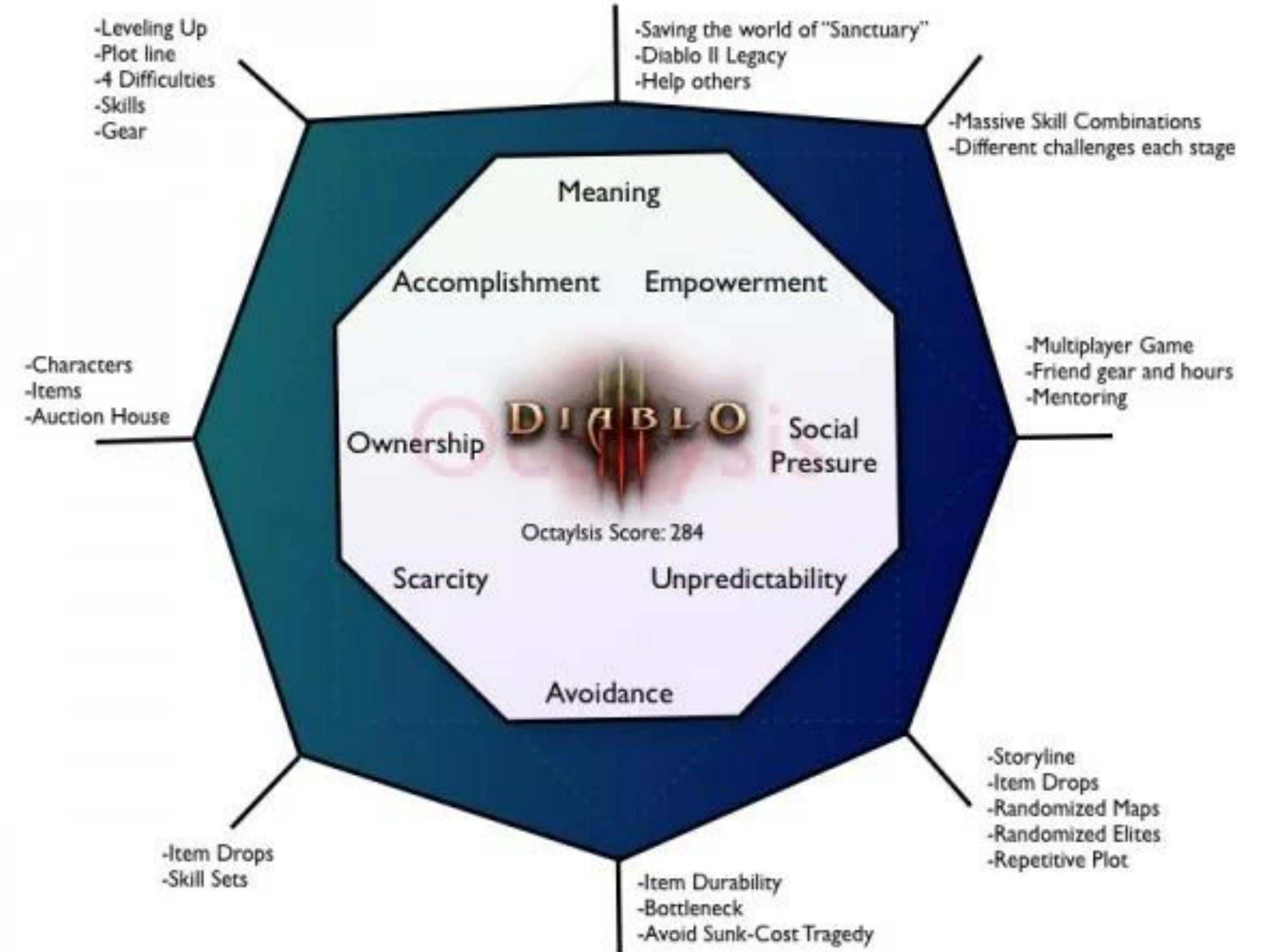
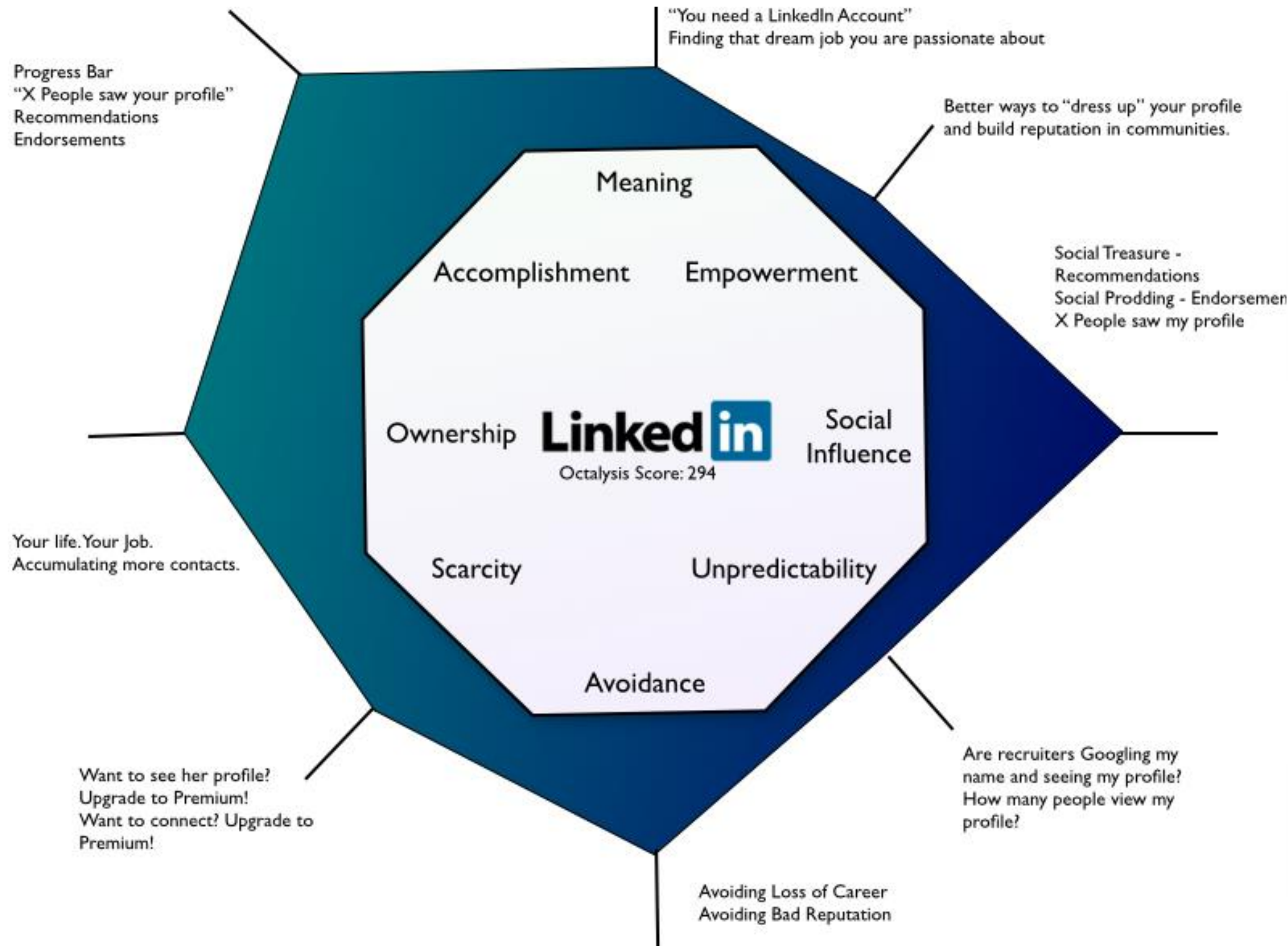


# How to gamify?

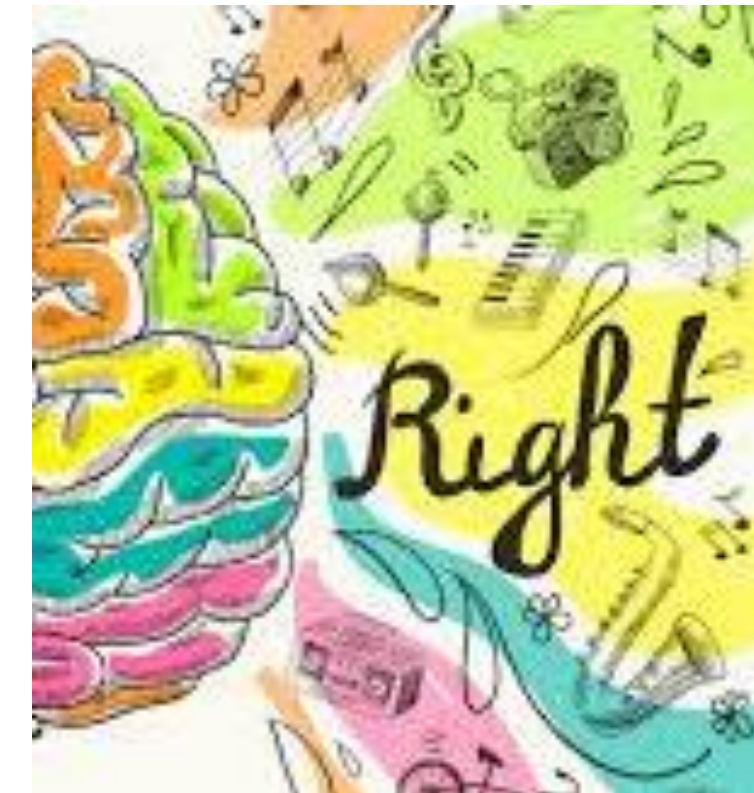
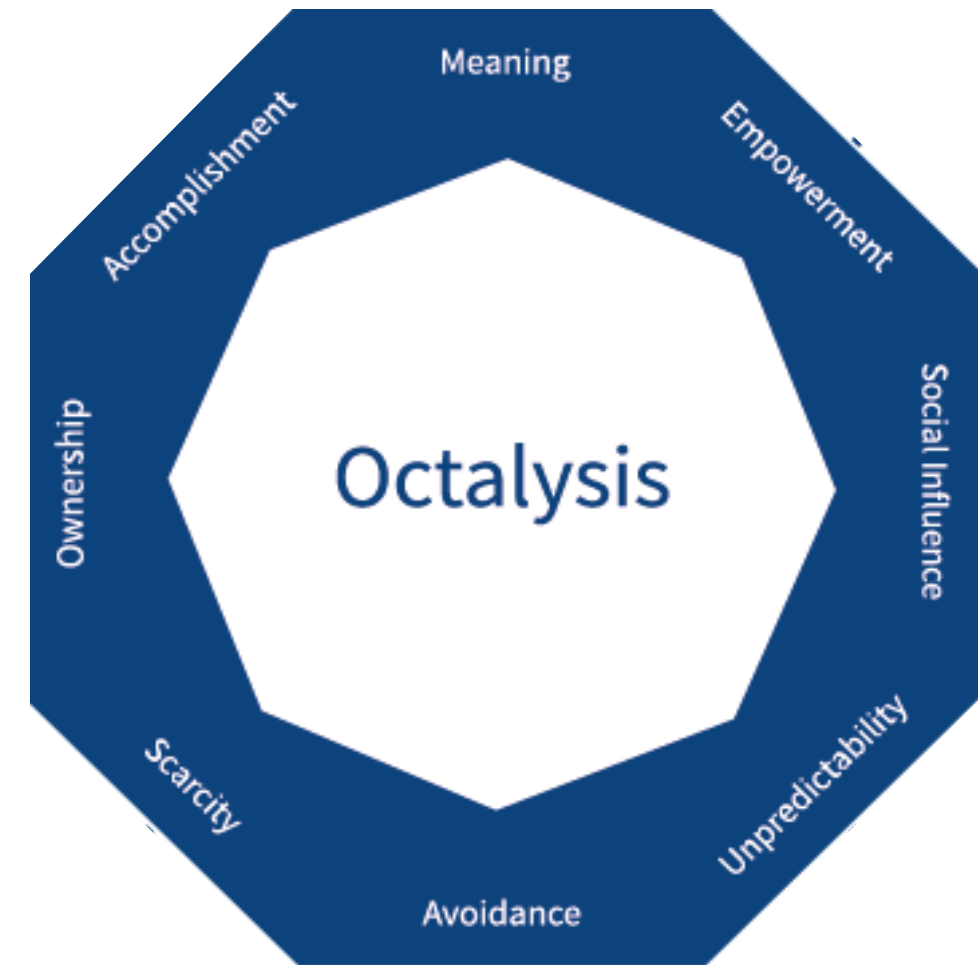
Octalysis 6, 7 & 8:



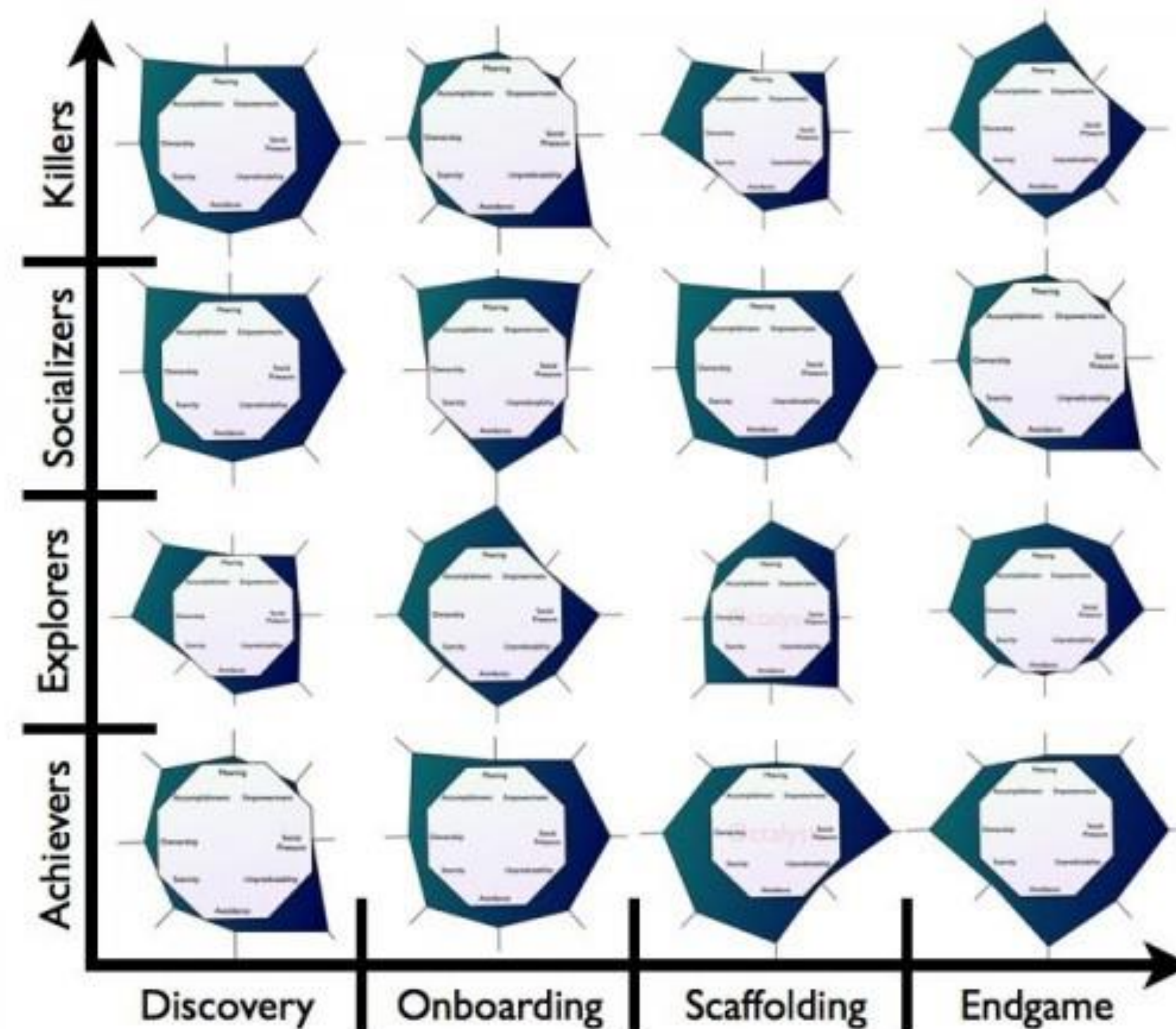
# Octalysis Examples: LinkedIn & Diablo



# Different clusters of motivators



# Gamification – to be continued...



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