



Gamification of Compliance and Ethics Training

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"Doing the right thing, all the time"

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Agenda

What is Gamification?

- Definition
- What it is and what it is not

Benefits of Gamification

- Engagement
- Retention

Integrys Case Study

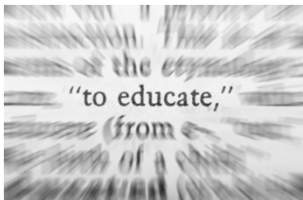
- How developed and delivered gamification
- Demo of "Integryty"

Lessons Learned

- Ease into change
- Do it again?

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Gamification Defined



“Gamification is the use of game design and game mechanics to engage a target audience to change behaviors, learn new skills, or engage in innovation.”

Gartner, 2012

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What it is and What it is not



A learning experience that feels like a game



A game that encourages learning

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Characteristics

"Gamification is the use of game design and game mechanics to engage a target audience to change behaviors, learn new skills or engage in innovation."

✓ Against the clock	✓ Story
✓ Accruing points	✓ Personalization of character
✓ Visible progress	✓ Recognition
✓ Collecting resources	✓ Advancement through levels
✓ Unlocking new information	✓ Challenges
✓ Replayability	✓ Chance
✓ Peril (lives/energy bars)	✓ Continual feedback

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Why Might You Be Interested in Gamification?

- Increases employee engagement and knowledge
- Influences learner behavior
- Increased motivation and learner participation
- Increased learner efficiency
- Reduces time and cost for the organization
- Potential to improve the quality of service



"Games create engagement – the cornerstone of any positive learning experience. It is essential that gamification be part of every learning professional's toolbox."

Karl Kapp, Knowledge Broker

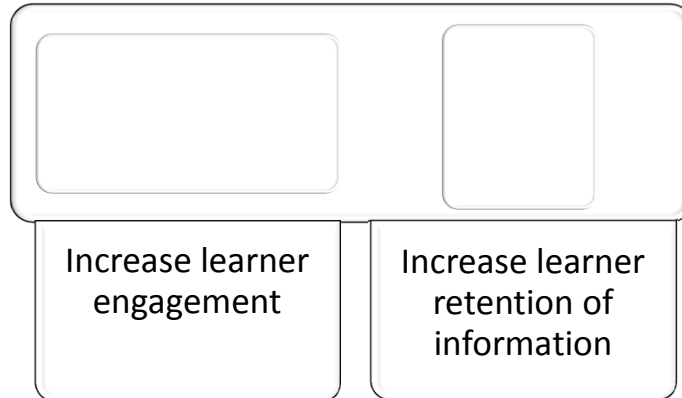
"Following 25 years of research, I concluded that games are the most engaging form of media I could find."

Byron Reeves, Stanford University

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Why Might You Be Interested in Gamification?

We chose to use gamification to...



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INTEGRITY Case Study

In the state of Illinois, there is a legal requirement for companies to train staff on workplace policies relating to a Harassment-Free Workplace.

Make training fun and keep attention of the learner

Giver learners a better understanding of corporate policies

Package information in a concise way

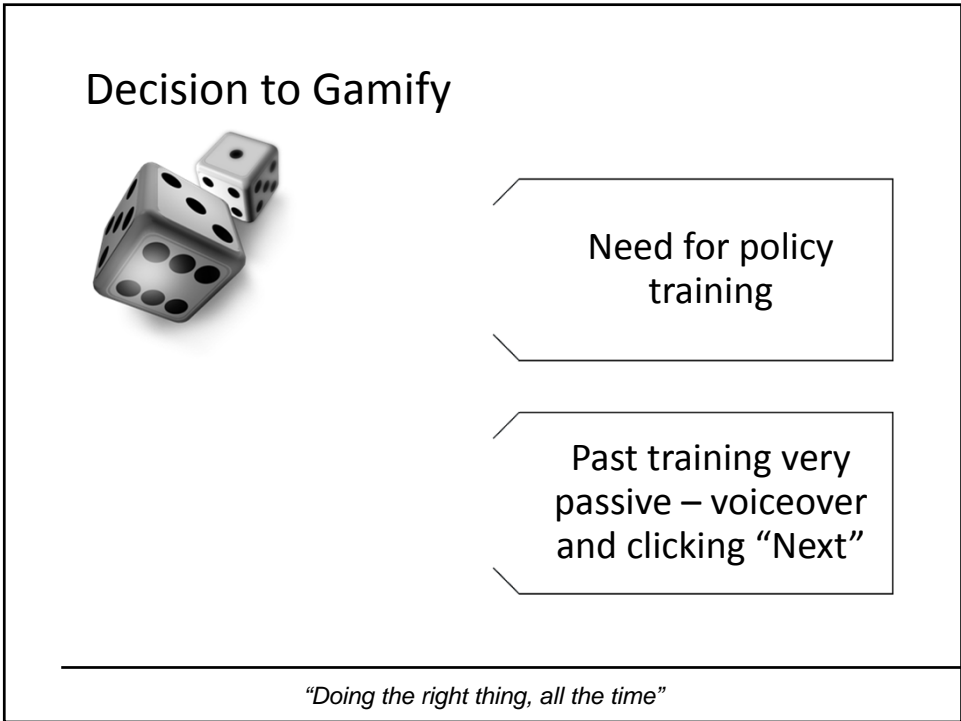
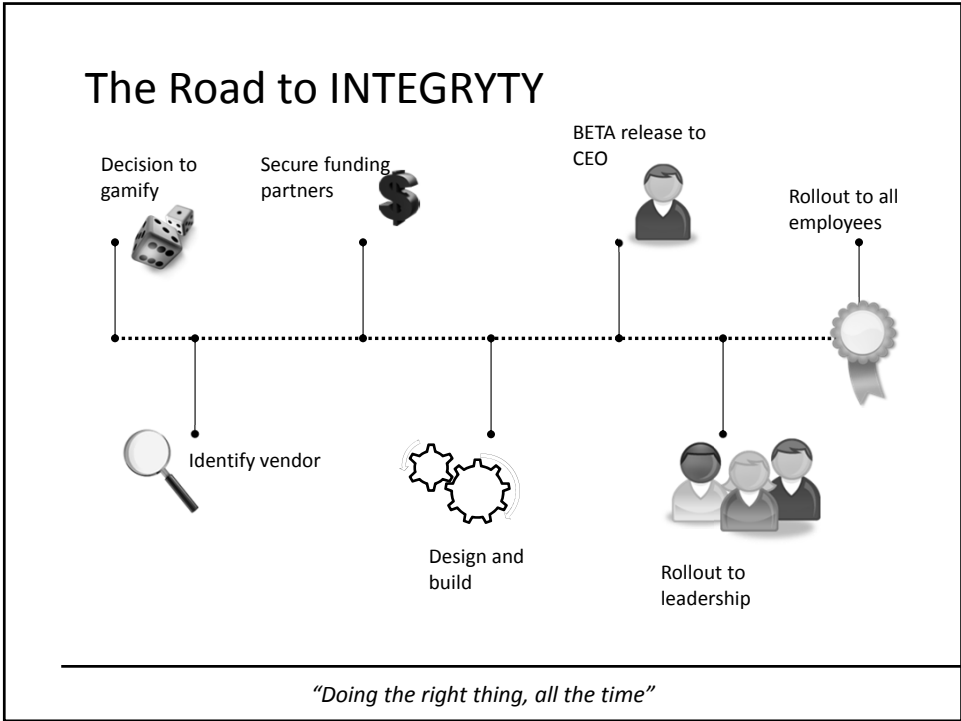
Reduce seat time

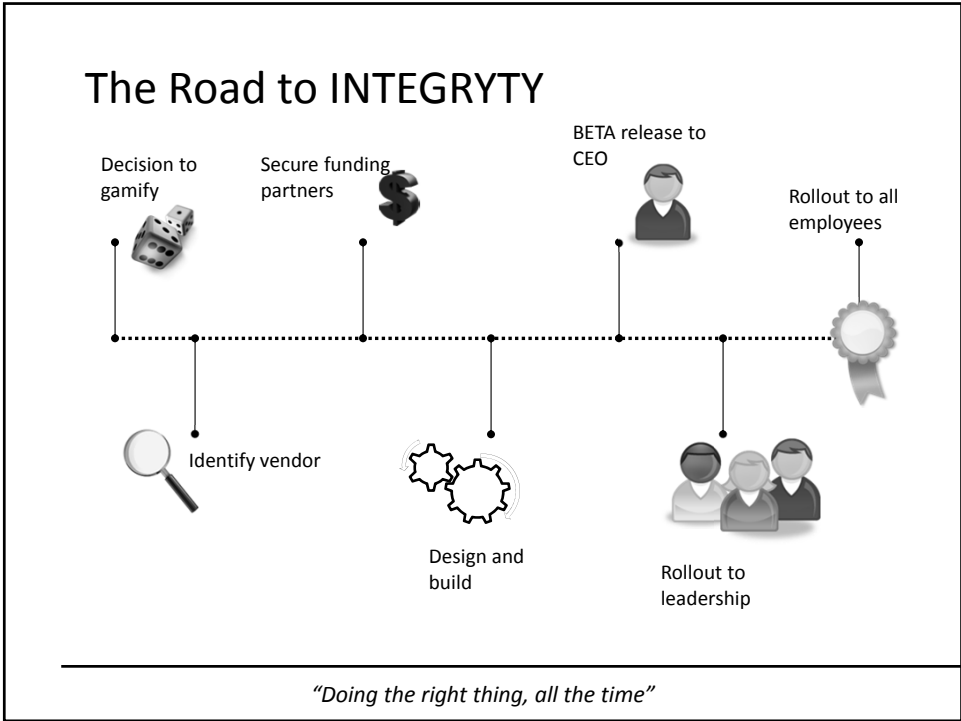
Track and ensure compliance

Effect a change in attitude toward compliance



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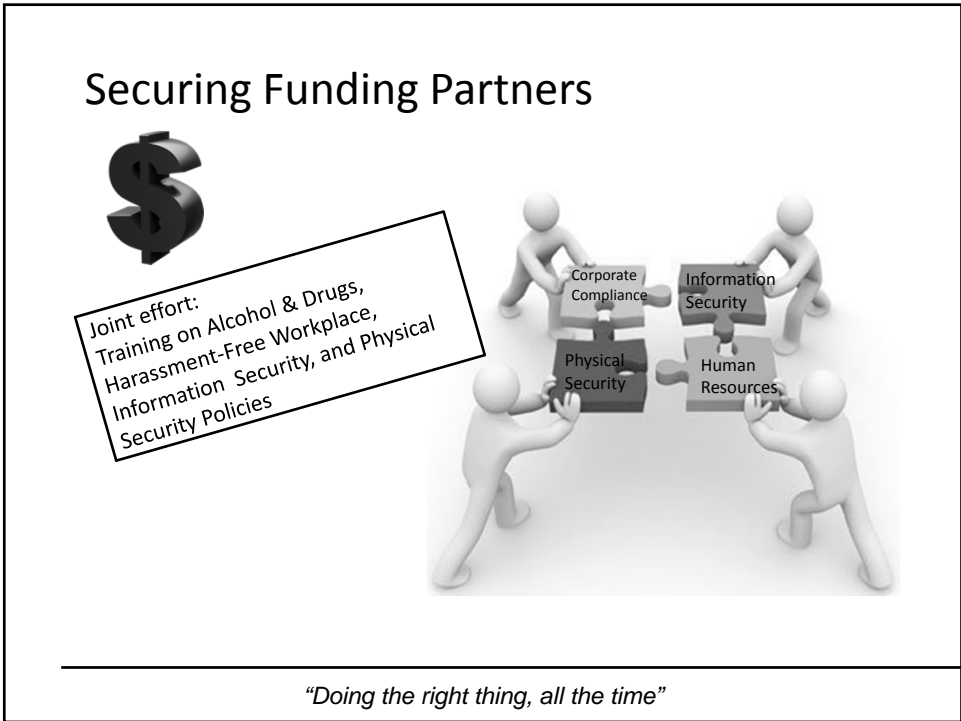
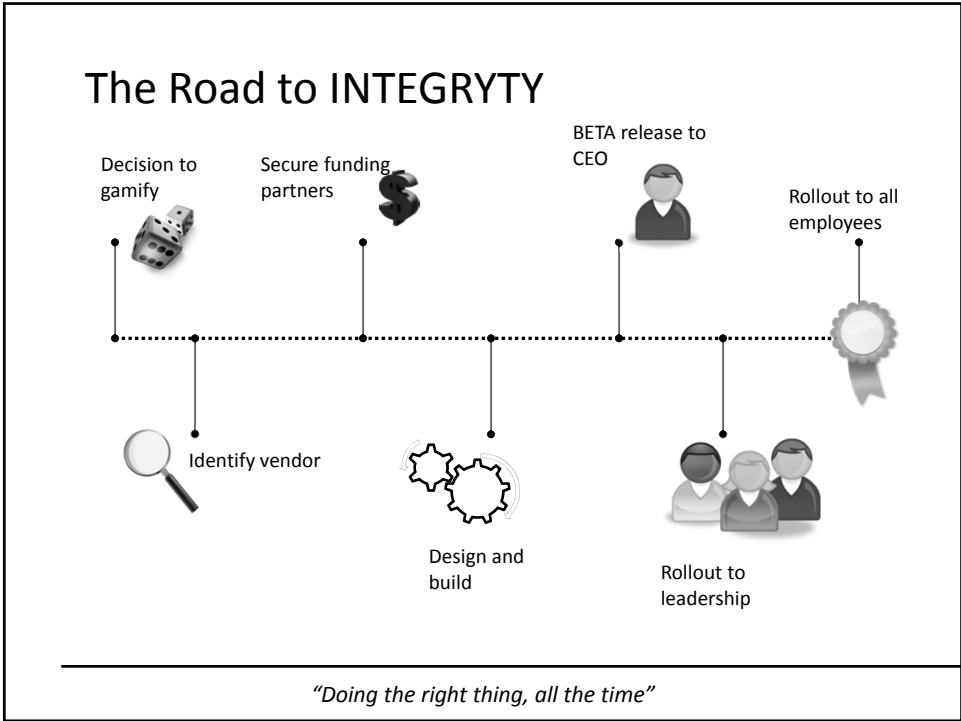


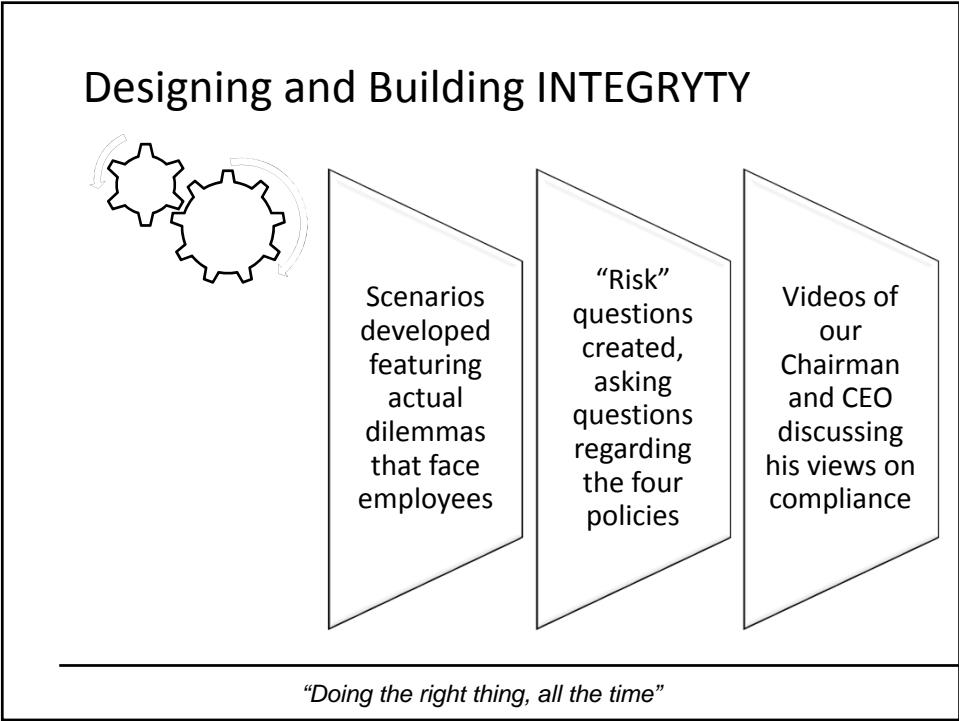
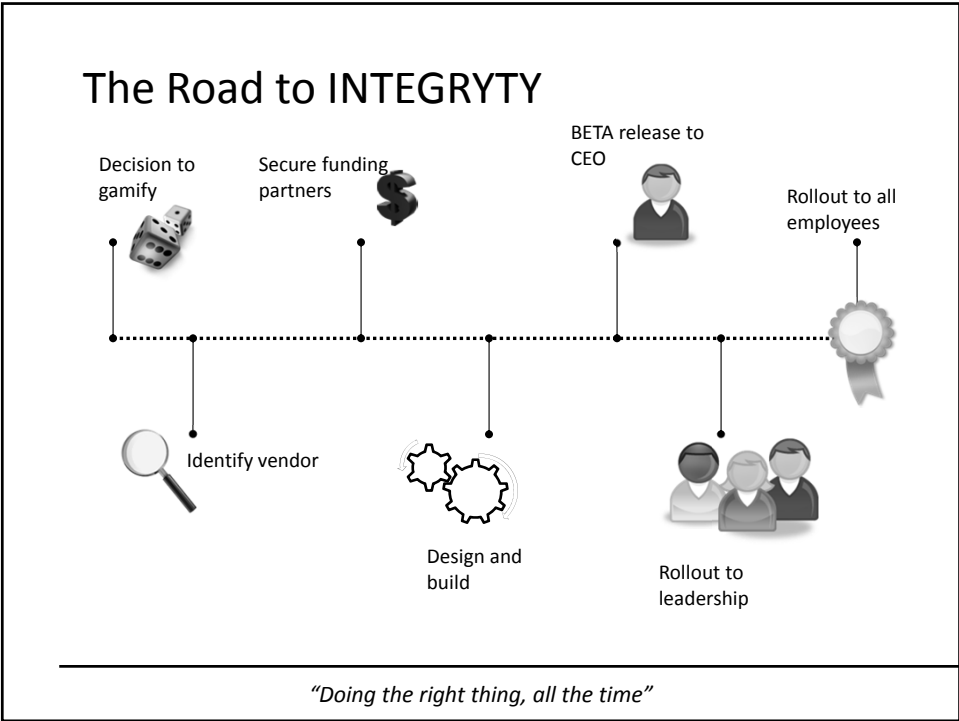
Identifying a Vendor

Questions to select candidates...

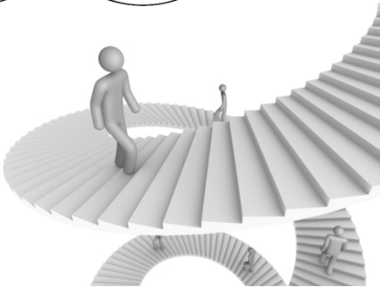
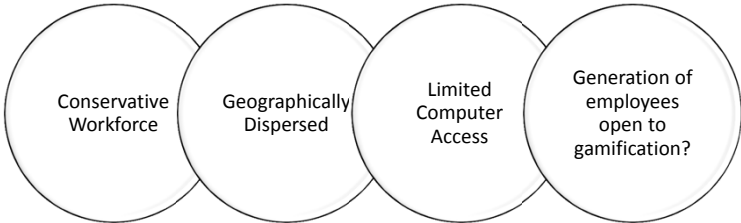
<input type="checkbox"/> Does the business activity include a competitive element?
<input type="checkbox"/> Does the business activity include problem solving?
<input type="checkbox"/> Is this a topic learners may find dull?
<input type="checkbox"/> Is there a seat-time requirement for compliance?
<input type="checkbox"/> Is the learner population likely to respond well to games?

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Challenges Along the Way

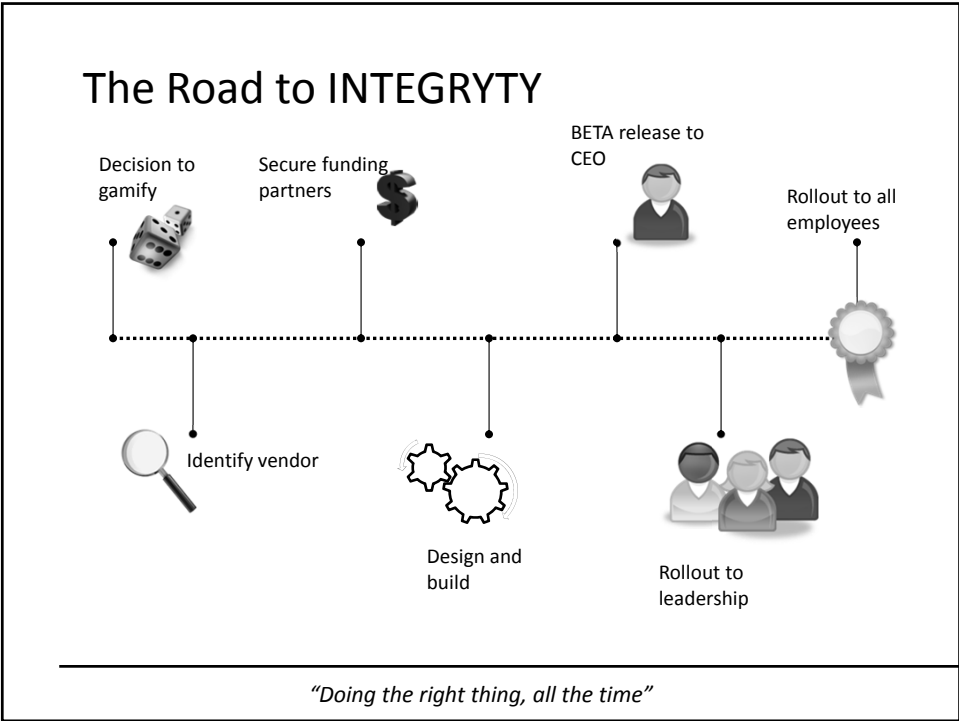


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Demo of INTEGRITYTY



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Rollout to the Chairman and CEO, Leadership

This section features a 3D rendering of an interactive quiz card game board. The board is populated with various icons representing different business and compliance concepts. A pop-up card displays a quiz question:

Quiz card squares teach factual knowledge

Back

Which of the following is NOT a component of the INTEGRITY program?

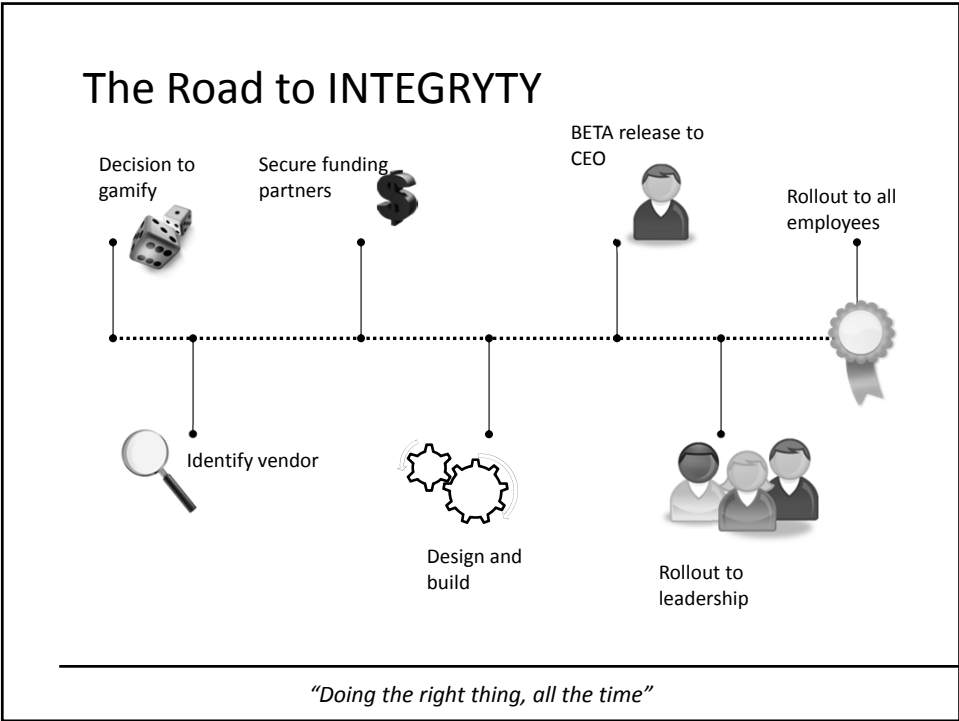
- A. Ethics and Compliance
- B. Integrity
- C. Integrity
- D. Integrity

Interactive Quiz Cards

Below the board, there are several testimonial quotes:

- "...Especially liked the written note and verbal comment stating 'the game is fun but the policies are serious'..."*
- "...Applaud [the] team for doing something fun and entertaining..."*
- "...A good experience and a great way to take the training..."*

At the bottom of the section, the motto *"Doing the right thing, all the time"* is written.



Rollout to All Employees

integrys

Posters

News Articles

Playing Cards

Are you ready to play **INTEGRITY?**

LEARN ABOUT FOUR KEY INTEGGRYS POLICIES WHILE YOU PLAY.

Coming to all employees in April!

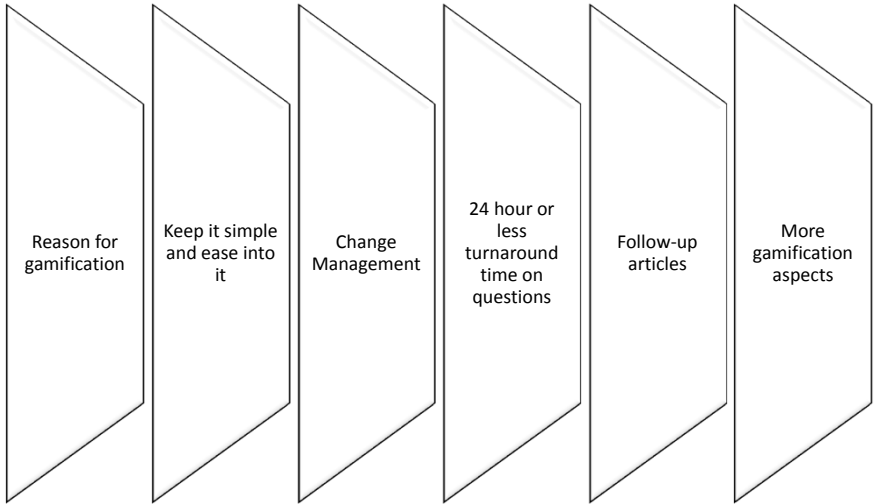
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Feedback

Overall Feedback Rating	Feedback
+	Easy navigation, clear instructions <ul style="list-style-type: none">- 78% of employees agreed.- Difficulty navigating through the course- Difficulty ensuring all video and scenario requirements met- Difficulty physically click on the final square
+	Method of training (gamification) enjoyable <ul style="list-style-type: none">- 75% employees agreed- "Having reservations on using gamification for such a serious topic"- "A good way to keep the learner focused because they had to think of the answer"
+	Knowledge of policies increased or was reinforced <ul style="list-style-type: none">- 91% of employees agreed

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Lessons Learned



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Top 5 Takeaways

- 1.** It's a course that feels like a game.
- 2.** Make use of competitive elements (e.g., against the clock).
- 3.** Freely navigate the game to manage seat time.
- 4.** Don't let the learner get lost!
- 5.** Gaming is fun; it doesn't have to be funny.



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Questions?



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