Gamification of Compliance and Ethics Training

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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?

“Doing the right thing, all the time”
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

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.”

<table>
<thead>
<tr>
<th>✓  Against the clock</th>
<th>✓  Story</th>
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<tbody>
<tr>
<td>✓  Accruing points</td>
<td>✓  Personalization of character</td>
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<tr>
<td>✓  Visible progress</td>
<td>✓  Recognition</td>
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<tr>
<td>✓  Collecting resources</td>
<td>✓  Advancement through levels</td>
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<tr>
<td>✓  Unlocking new information</td>
<td>✓  Challenges</td>
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<td>✓  Replayability</td>
<td>✓  Chance</td>
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<td>✓  Peril (lives/energy bars)</td>
<td>✓  Continual feedback</td>
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“Doing the right thing, all the time”

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…*

- Increase learner engagement
- Increase learner retention of information

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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
- Give 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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Ethics and Compliance at Integrys

The Road to INTEGRITY

Decision to gamify
Secure funding partners
BETA release to CEO
Rollout to all employees
Identify vendor
Design and build
Rollout to leadership

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Decision to Gamify

Need for policy training
Past training very passive — voiceover and clicking “Next”

"Doing the right thing, all the time"
The Road to INTEGRITY

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Identifying a Vendor

Questions to select candidates...

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

“Doing the right thing, all the time”
Ethics and Compliance at Integrys

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"Doing the right thing, all the time"

Securing Funding Partners

Joint effort: Training on Alcohol & Drugs, Harassment-Free Workplace, Information Security, and Physical Security Policies

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Designing and Building INTEGRITY

- Scenarios developed featuring actual dilemmas that face employees
- “Risk” questions created, asking questions regarding the four policies
- Videos of our Chairman and CEO discussing his views on compliance

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Challenges Along the Way

Conservative Workforce
Geographically Dispersed
Limited Computer Access
Generation of employees open to gamification?

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Demo of INTEGRYTY

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"Doing the right thing, all the time"

Rollout to the Chairman and CEO, Leadership

"...Applaud [the] team for doing something fun and entertaining..."

"...Especially liked the written note and verbal comment stating ‘the game is fun but the policies are serious’..."

"...A good experience and a great way to take the training..."

"Doing the right thing, all the time"
Ethics and Compliance at Integrys

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Rollout to All Employees

Posters
News Articles
Playing Cards

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Feedback

Overall Feedback Rating | Feedback
--- | ---
| Easy navigation, clear instructions  
- 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  
- 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  
- 91% of employees agreed |

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Lessons Learned

- Reason for gamification  
- Keep it simple and ease into it  
- Change Management  
- 24 hour or less turnaround time on questions  
- Follow-up articles  
- More gamification aspects

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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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