

POCKET TRAINING

Applied Gamification

Goal: Equip professionals with the skills and knowledge needed to integrate games or game elements into their training and development programs, increasing engagement and ultimate learning outcomes.

Methodology: Training can be done in person or remotely. Professionals will undergo a day of training, which includes theoretical concepts, case studies and practical activities

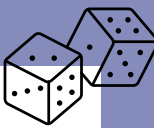
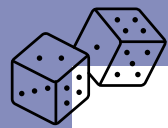
Participants: From 3 to 10 participants per group.

Duration: 8 hours

Modules

- 1 Principles of Gamification, game elements and game psychology
2. Case studies
3. Practical application - creating a game prototype





COMPLETE TRAINING

Applied Gamification

Goal: Equip professionals with the skills and knowledge needed to integrate games or game elements into their training and development programs, increasing engagement and ultimate learning outcomes.

Methodology: Training can be done in person or remotely. Professionals will go through all the modules and do a practical exercise in each one. The final project of the program will be the gamification of one of your existing processes or the creation of a new gamified process.

Participants: From 1 to 10 participants per group.

Duration: Approximately 23 hours in-class (depending on the number of people)

Modules

1 Principles of Gamification - 3 hours

- Provide an overview of the principles of gamification, emphasizing the use of game elements and mechanics in non-game contexts.
- Game elements and applicability in different contexts.

2. Game psychology - 3 hours

- Motivation and engagement
- Foundations of gamification: mastery, meaning, autonomy and community

3. Storytelling - 2 hours

- The importance of telling stories in gamification.
- How to craft narratives that contextualize training content and create a meaningful experience for players.

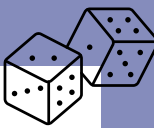
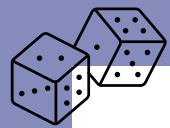
4. Inclusion - 1 hour

- Discussion on inclusion issues, creating gamified elements that cater to diverse learning styles, skills and preferences.
- How to consider accessibility in gamification design.

5. Practical application - Start of the final project - 1 hour

- Identifying specific areas where gamification can increase engagement and reinforce key concepts.
- Choosing the process to be gamified





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6. Audience and context analysis - 1 hour

- Understand target audience demographics, preferences, and learning styles.
- Observe the culture and organizational context to adapt gamification elements accordingly.

7. Selection of game elements - 2 hours

- Introducing various game elements such as points, badges, leaderboards and narratives.
- How these elements can be strategically incorporated to align with training objectives.

8. Progression Paths and Real-Time Feedback - 2 hours

- Creation of progression paths in the game, which make each stage more challenging than the previous one, but still possible to achieve
- Defining real-time feedback mechanisms for the game

9. Prototype, testing and iteration - 4 hours

- Development of prototypes for game testing
- Testing and iteration concepts

10. Metrics and evaluation - 2 hours

- How to evaluate effectiveness, engagement and participation in the gamified process

11. Development and presentation of the final project - 2 hours

- Final presentation of the gamified process

