



## Managing Using Gamification and More Millennial Tools

- Slides and resources: [staffingworld.net/materials2018](http://staffingworld.net/materials2018)
- Hold an ASA credential? Scan your name badge before each workshop to earn CE
- Rate this session on the mobile app! Create your profile first—**enter to win Staffing World 2019 registration!**

American Staffing Association

---

---

---

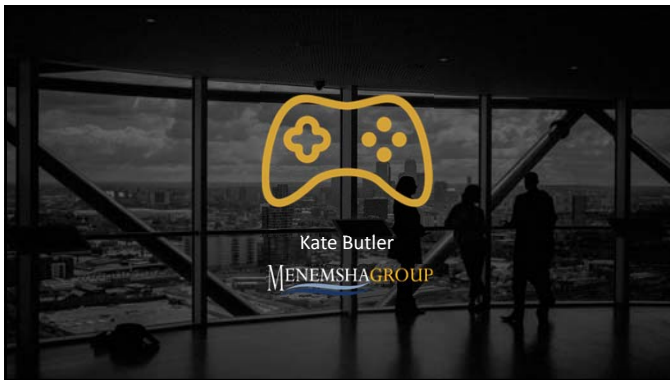
---

---

---

---

---




---

---

---

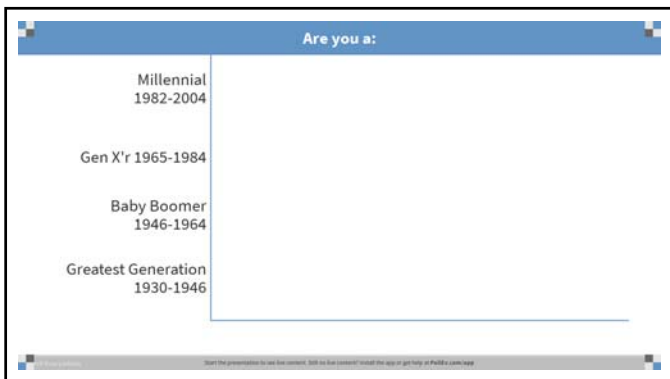
---

---

---

---

---




---

---

---

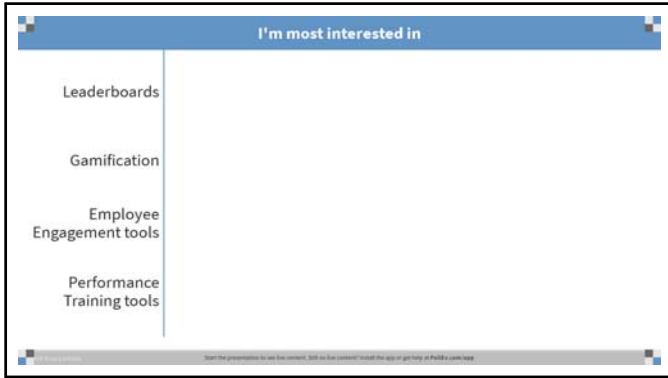
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

## GAMIFICATION



- Millennials in the work place have grown up with games – more hours playing games than they spent studying
  - 10,000 hours of practice
- At work you then want feedback loops
- No feedback loops 'maybe this isn't as much fun'...I'm less motivated

---

---

---

---

---

---

---

---



This is how their brain has been trained– how can you leverage that to drive your business?

---

---

---

---

---

---

---

---

## PSYCHOLOGY OF MOTIVATION/ ART OF ENGAGEMENT



- Game psychology to non-gamer situations... if it's a process gamification can be applied
  - **LinkedIn:** % your profile is complete, # of links, # of endorsements
  - **Fitbit:** tracks leading and lagging indicators
    - Call plans are 'steps'
    - Meetings are 'pounds'
- Dopamine is the reward chemical.

---

---

---

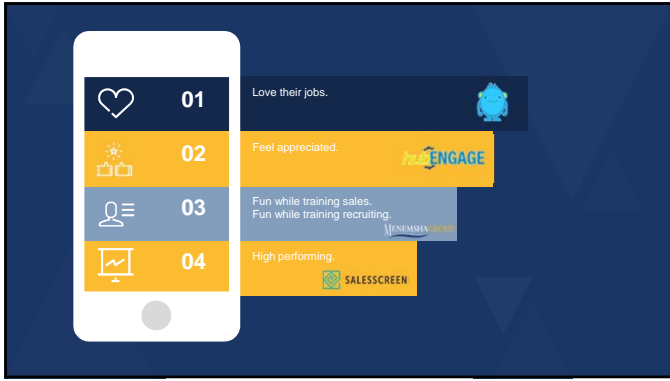
---

---

---

---

---



---

---

---

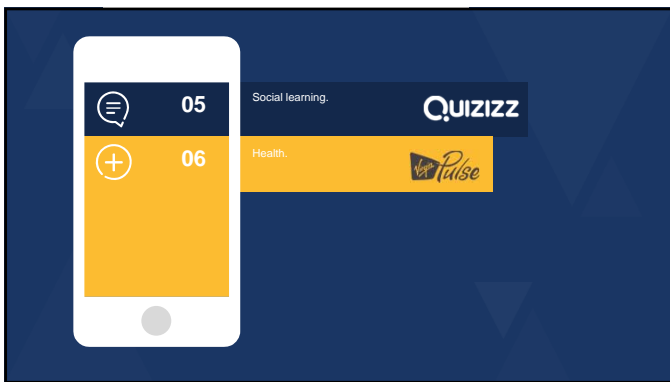
---

---

---

---

---



---

---

---

---

---

---

---

---

# IT DOESN'T HAVE TO BE EXPENSIVE

Cognitive dissonance, cognitive discomfort— people actually enjoyed the game more when the prize was \$1 instead of \$10.

Rewards can be the most powerful when they are randomly given.

---

---

---

---

---

---

---

---

SALES PEOPLE LIKE YOU,  
ON AVERAGE,  
CREATE X NUMBER  
OF CALL PLANS.

It works better than "You need to create 'x' call plans."

---

---

---

---

---

---

---

---

IN STAFFING,

WHAT ARE THE OUTCOMES WE WANT TO ACHIEVE?

- Let's reverse engineer ... what is 100% within the employee's control to 'do'? Leading indicators...
  - Sales Reps (call plans, outbound calls, outbound emails).
  - Managers (calls to sales candidates, meetings with existing clients, time to terminate).
  - Recruiters (candidates to submit, submittals against a requirement).

---

---

---

---

---

---

---

---

SIMPLE STEPS TO GAMIFICATION

- 01 Identify the problem.
- 02 Focus on the leading indicators.
- 03 Define your measurement for success.
- 04 Select the reward.

---

---

---

---

---

---

---

---

# KEEP THE GAME FRONT OF MIND

Track daily, hourly behaviors that lead to lagging indicators.

---

---

---

---

---

---

---

---

# WHAT DO THE TROPHIES LOOK LIKE

**MEET SNAPPY**  
Hi I'm Snappy and I'm here to help you reward your team through personalized and joyful surprises so that they feel truly appreciated.

**A MARKETPLACE OF MAGICAL GIFTS**  
Snappy curates the best products and experiences from leading brands and retailers such as Amazon, BestBuy, Birchbox, and CloudFlare offering each recipient a personalized collection of up to date and top rated gifts to choose from.

- PERSONALIZED SURPRISES
- CHERRY
- AUTOMATED
- GROUP EFFECTIVE

---

---

---

---

---

---

---

---

# SMART Training Resources

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

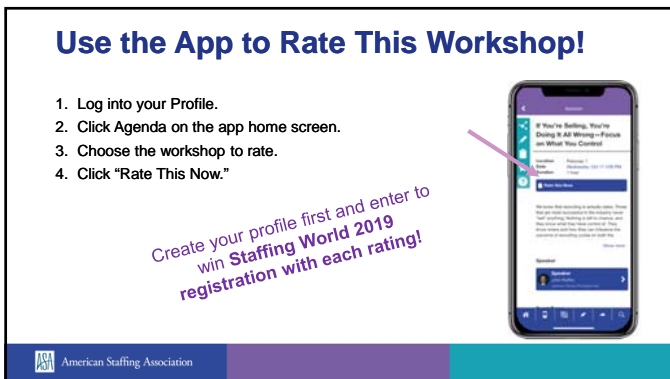
---

---

---

---

---



---

---

---

---

---

---

---

---