

# GAMIFICATION & TECHNOLOGY TO CREATE A HIGH-PERFORMANCE CULTURE



Recognition/  
Significance

Island  
of Emotion

Challenge /  
Growth

Excellence

Achievement



# WORK GAMIFICATION DEFINITION

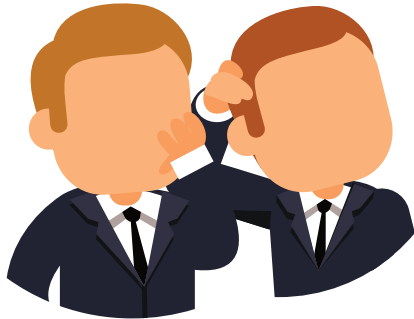
“ *The transformation of work processes, operating procedures, performance measurement, and achievement of job and organizational objectives into fun and motivating systems that support more engagement, proactive action, and higher levels of quality and achievement in these.* ”

## INTRODUCTION



Demystifying the emotional foundations of fun... and how and why we can enjoy work more, achieve more, and be more passionate at work through work gamification. When performance measurement, technology, and human connection and understanding come together, organizational culture is drastically affected... and when this is all systematized with work goals... performance skyrockets. This session is not just a learning journey, participants of this result focused workshop will have created a fully gamified work process system by the end of the program. This participant created gamified work process will support one or more departments to achieve goals defined by participants and be ready for implementation as soon as they get back to their organizations... The entire work gamification process creation is designed from desired culture elements and values to speedily motivate their implementation in the organization's culture and get fast visible results in engagement and performance.

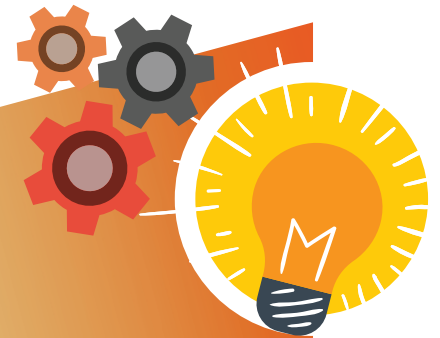
# WHY GAMIFICATION



In the age of instant, where emotional gratification is as far away as your mobile phone, and leadership requires more focus on developing Organizational Culture... Gamification is the New Performance Measurement and Management!

Emotional gratification is the key for culture alignment, employee engagement, innovation, and proactive leadership (at any level). Systematization is the key to sustain ability and managing expectations... and regular and consistent Measurement is the feedback hub to motivate improvement and higher achievement. Add fun to this mix and you get Work Gamification!

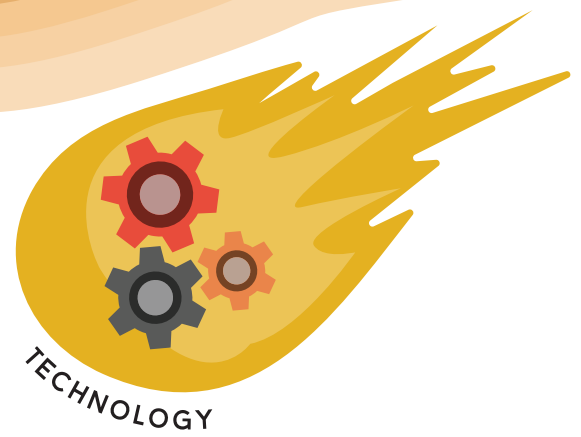
# HOW IS PERFORMANCE IMPROVED?



The question is similar to why billions of people check how many likes, comments and shares on Facebook or why its hard to stop playing Angry Birds once you have done the first 3 challenges. The measurement elements of Facebook and games become addictive... we need to see what's next, or how we are doing, or how popular we are. We compare against others and ourselves. We are motivated to go to the next level and be creative to achieve better results. We feel the power of being able to express ourselves and support others in the process, we feel connected when others achieve and feel good when we celebrate with them. We find more energy when interacting, competing, or engaging with others than we do alone...

So how is performance improved? Participants are taken through a greater understanding of the psychology of motivation and how gamification is applied to create an addictive performance focused culture at work. Then participants play the "Performencia" game that leads them through the 8 steps of work gamification to create a tangible and implementable gamified work process that not only improves performance according to the set objectives, but measures it daily.

# WHAT IS THE ORGANIZATIONAL IMPACT?



Too much technology is as counterproductive as not enough. To impact organizational culture to be engaged, passionate and more competent, we must create the right mix of human interaction and technology to support the emotional base for getting results.

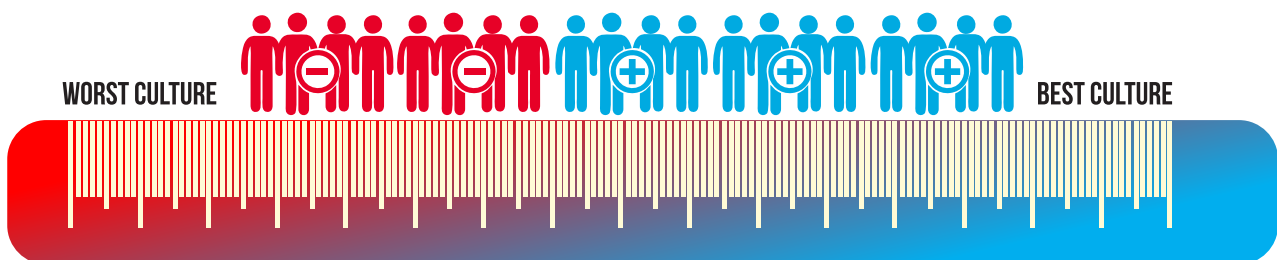
Complacency, blame, people who wait to be told what to do, low cooperation across departments, and people who do the bare minimum are common problems in organizations.

The science behind our Work Gamification system has proven to eliminate most of these issues in companies like Emirates, DELL, Technip, QatarGas, OSRAM, Citibank and more.

So what is the organizational Impact? Your people creating the right mix of personal connection and technology to nurture proactive employees who support a culture of cooperation and problem solving while having personal gratification and fun in the process.

# PERSONAL IMPACT

IN A DCI ORGANIZATIONAL CULTURE STUDY



We took the average productivity of 100 people across different organizational cultures. The mean being 100 people did the work of 100 people in the "Average Culture", while 100 people did the work of only 68 people in a poor culture and, 100 people did the work of 151 people in a great culture.

People are more productive when they are excited, when they see their progress, and when they feel they are contributing. When we have passion and interest, we are more competent and have more focus on results.

**So what is the personal impact?** More competent, happier, and more fulfilled people who have a mission.

# KEY TOPICS

- The science of motivation
- How games affect motivations and competency development
- How technology can work for or against us in developing culture
- How connecting fun to measurement and results creates gamified systems and more competency
- How systematised fun improves innovation
- How cooperation, leadership and other intangibles can become tangible through gamification
- How to use technology and gamification to improve people related problems
- RESULT: Create a customized gamified work process to support custom objectives

# WHO SHOULD ATTEND?

This program is designed for department heads, managers, senior management and their teams... The ideal group would be one manager and 3 members from their team in the same organization. This group will allow the team to solve relevant problems they are facing through the game creation process so when they leave, the team will be able to immediately implement it to solve the specific issues.

# DELIVERED PERSONALLY BY ARTHUR CARMAZZI

Ranked as one of the Global Top 10 most influential Leadership Gurus by Gurus International, Arthur F. Carmazzi has 21 years experience specializing in psychological approaches to leadership and corporate culture transformation. He is a renowned motivational leadership keynote speaker and trainer in the Asian Region and has advanced Corporate Training with innovative techniques and tools that have been acknowledged by some of the world's greatest organizations. He is a best-selling author with book titles like : "The 6 Dimensions of Top Achievers", "The Colored Brain Communication Field Manual", "Identity Intelligence", "Lessons from the Monkey King" and "The Psychology of Selecting the RIGHT Employee".

# TESTIMONIALS

*"Today I just go into Having Fun at Work workshop, and it was really fun. I think it's interesting since we are able to design a game which is able to be implemented at work and it makes the work more fun. You have to experience it, then you will understand what I mean. Let's say we make use of this at work, definitely will going to increase the productivity, the teamwork and also to make the work itself more interesting. It will also increase the passion of the people when they are working."*

**Chiew – Manufacturing Director at OSRAM**

*"I just attend training course from DCI company, and Arthur is a very good trainer. He combined the training with game and we all can learn more from the game. And that's impressive. What more important is through this training course, if we can continue using the system, I believe our company will be better and better."*

**Sydney Xu – BDNT (Denza)**

# CONTACT US

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