

GAMIFY YOUR OPERATIONS

IMPROVE EMPLOYEE ENGAGEMENT, REDUCE TURNOVER, AND INCREASE PRODUCTIVITY

WHY GAMIFICATION?

Employees who perform better are **ALIGNED** with their **GOALS**, **AWARE** of their performance gaps and **MOTIVATED TO IMPROVE**.

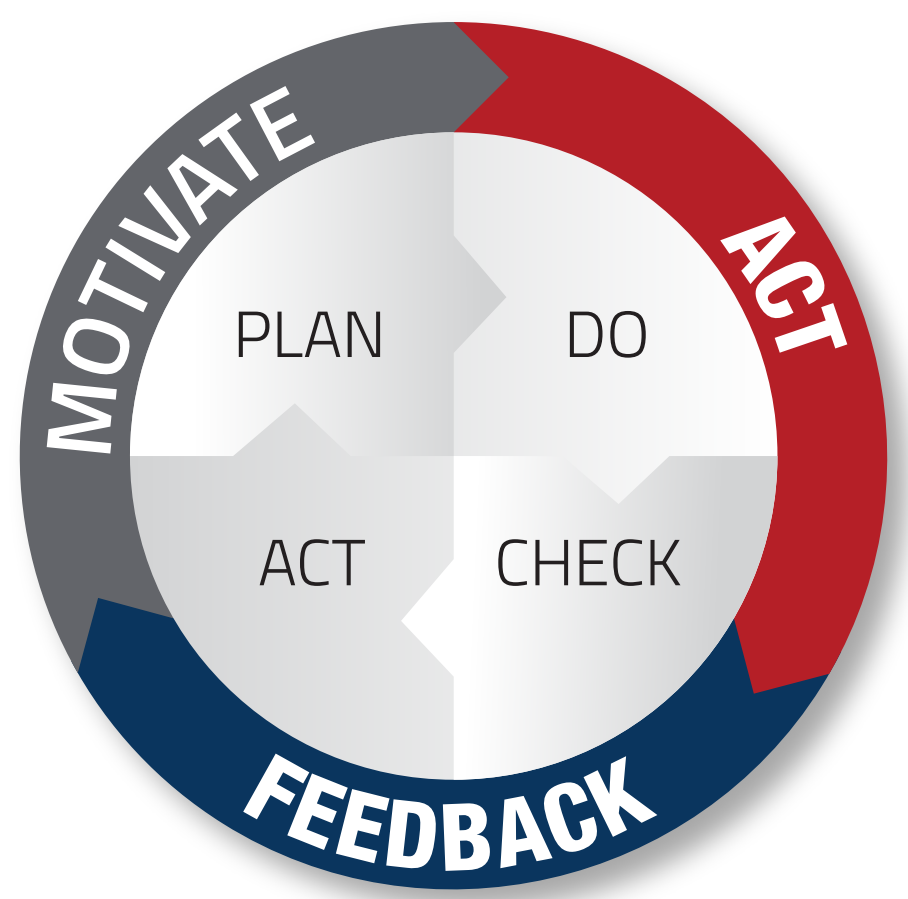
UNENGAGED EMPLOYEES are more likely to contribute to **ERRORS** and **MISTAKES** and cost approximately **\$3,400*** for every \$10,000 in annual salary.

Millennials will make up **75% OF THE WORKFORCE** by 2025, with the average millennial having played **6,000-9,000 HOURS*** of video games before the age of 21.

IT WORKS. Ford Motor Company recently reported a **417% INCREASE** in worker use of **GAMIFIED LEARNING PORTALS** with their younger workforce responding particularly strongly to the new strategy.*

GAMIFICATION IS A MINDSET






- ▲ Gamification **ISN'T ABOUT** any one technology nor is it just about feedback.
- ▲ It's important to understand the **PSYCHOLOGICAL** and **SOCIAL** motivations of human beings and how game mechanics can help satisfy those needs.
- ▲ Game psychology drives players to continue even after seeing "**GAME OVER**" on the screen. On average, **GAMERS FAIL 80%*** and yet still find the **EXPERIENCE ENJOYABLE**.
- ▲ In addition, game behavior aligns well with the **LEAN ITERATIVE PROCESS**.



CONNECT OPERATORS TO ORGANIZATIONAL GOALS WITH KEY PERFORMANCE INDICATORS (KPIs)



LINE DOWN !
MAINTENANCE
00:23:12

 <p>COUNT & REJECT RATIO</p> <p>Many companies will compare individual worker and shift output to invoke a competitive spirit among employees.</p>	 <p>TAKT TIME</p> <p>Takt time is the amount of time required for the completion of a task or the cycle time of a specific operation.</p>	 <p>TARGET</p> <p>Display target values for output, rate, takt time and quality. This KPI helps motivate employees to meet specific performance targets.</p>	 <p>DOWNTIME</p> <p>Whether the result of a breakdown or simply a changeover, downtime is considered one of the most important KPI metrics to track.</p>	 <p>OEE</p> <p>OEE is a metric that multiplies availability by performance and quality to determine utilization. The higher the number, the more efficient the operation.</p>
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USE GAME ELEMENTS TO FURTHER MOTIVATE PERFORMANCE

HIGHLIGHT PROGRESS

Games offer **PROGRESS BARS** and **LEADERBOARDS** that inform where the player started, how far they've come, how they stack up and how far they have left to go. Clear visibility into the progress being made is an informative tool that offers **MOTIVATION** and fosters a **COMPETITIVE SPIRIT**.

PROVIDE HINTS

Games serve up hints when players are stuck to ensure they continue to play and stay engaged. They explain what is needed in enough detail to enable forward action.

Use **REAL-TIME DATA TO PROVIDE HINTS** on how operators can improve their performance in the moment.

PROMOTE COLLABORATION

Growing up playing massive multiplayer online games, millennials **SEEK COLLABORATION** and **LEARN BETTER** and quicker in teams.

Provide team-based performance insights in addition to transparency within individual functions.

DELIVER DEVELOPMENT

Gamers learn through **ACTION** – but gamers also have the option to enter tutorials where they can hone their skills or practice a level until they master it.

Using **REAL TIME DATA INSIGHTS** give a clear picture of what is expected and what skills are required to “level-up” within the organization.

COMMUNICATE CONSEQUENCE

Gamers **WILLINGLY STRUGGLE** from level to level for the ultimate goal of saving the world.

By explaining clearly “If you do this, you’ll achieve this,” you **ENGAGE EMPLOYEES** in the “why” and give their efforts meaning.

‡Source: inc.com *Source: dynistics.com