



Gamification als Treiber für Engagement und Motivation im betrieblichen Umfeld

Thomas Jenewein, Christoph Haffner - SAP Learning

PUBLIC

Intro & Onboarding

Beispiele

Tips

Resümee

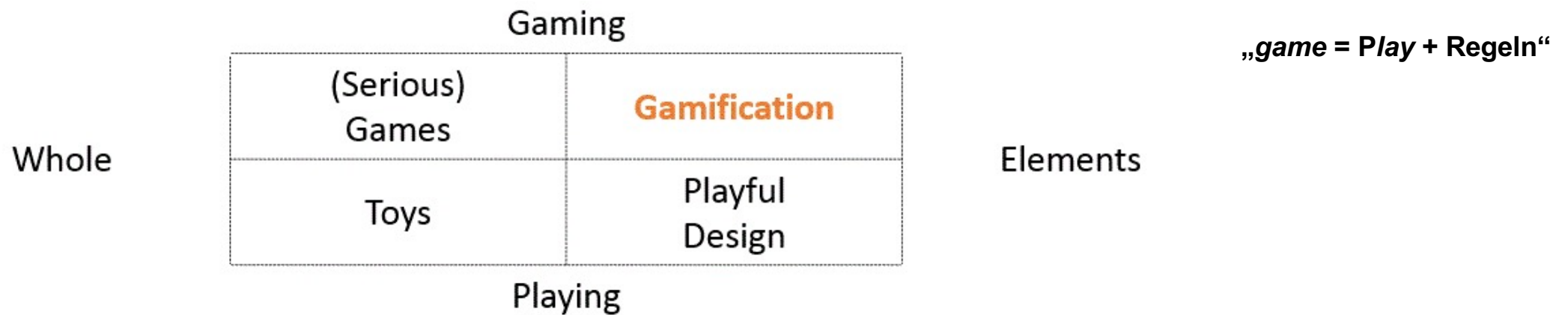


Gamification = Nutzung von Spiele-Elementen in spielfremden Umgebungen



Mehr Spaß, Engagement, Motivation

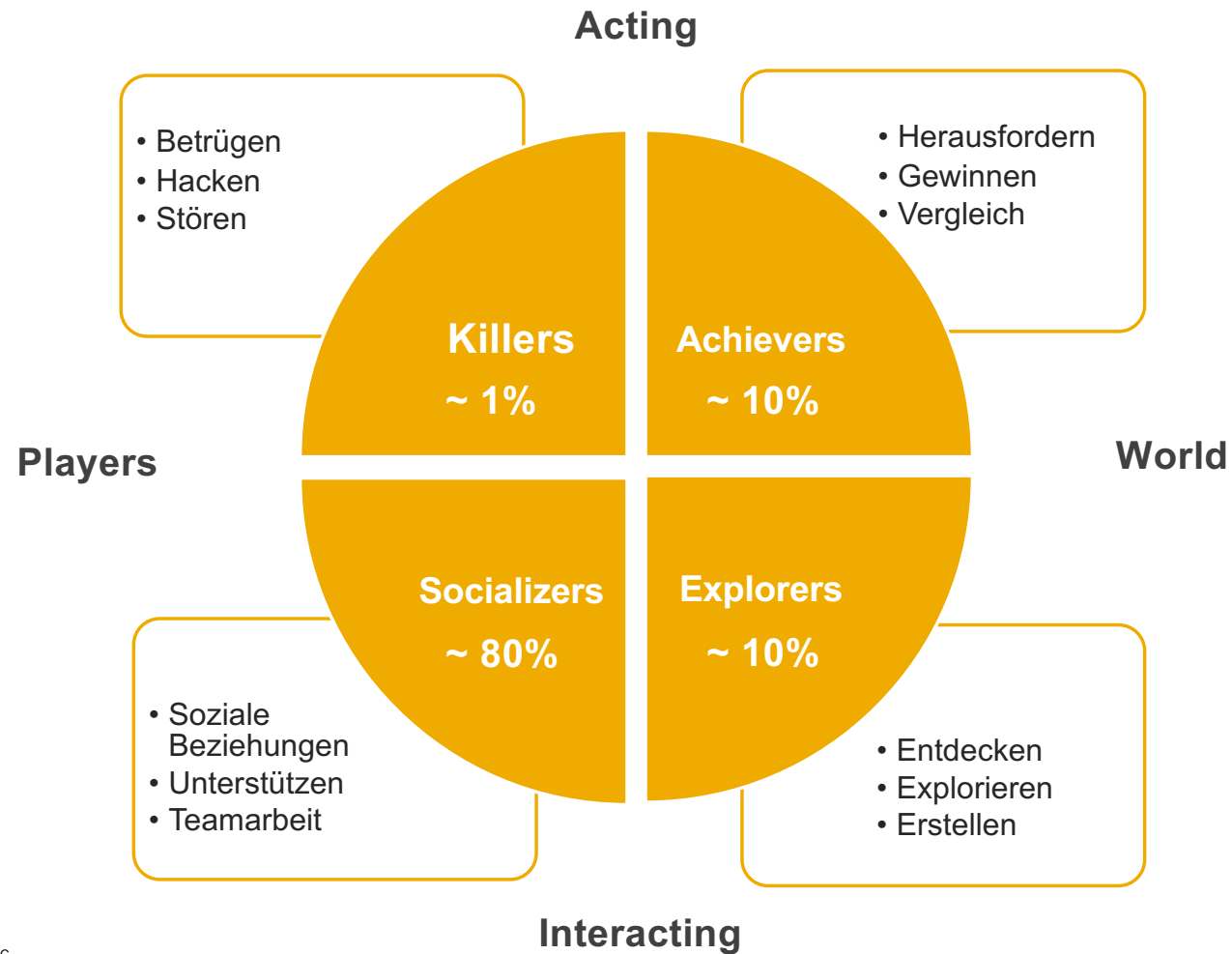
Definitionen: Gaming vs. Spielen



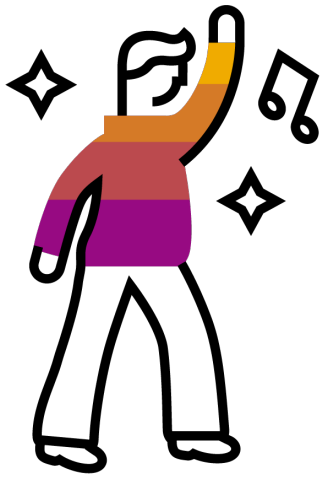
Quelle: Deterding et al., 2011 <http://www.slideshare.net/dings/from-game-design-elements-to-gamefulness-defining-gamification>

Typen von Gamern: nicht jeder spielt gleich

Bartle's Player Types (R. Bartle)



“Fun is just another word for learning”



“... and fun is a neurochemical reward to encourage us to keep trying...”

Raph Koster – Theory of Fun for Game Design

Typische Reaktionen

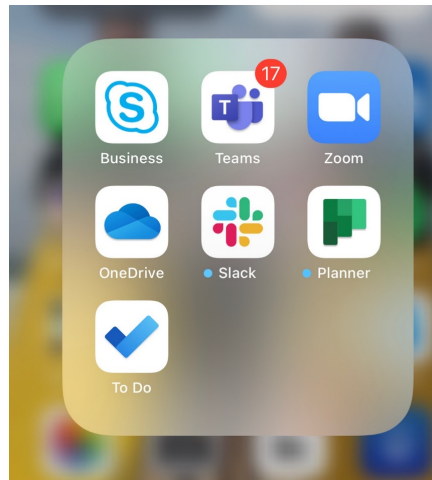
A photograph of a middle-aged man with glasses, wearing a dark suit, white shirt, and yellow tie. He is standing and gesturing with his right hand while speaking. A large speech bubble originates from his mouth, containing three lines of text. The background is a plain, light-colored wall.

„Unprofessionell & kindisch“

„Zeitverschwendung“

„Ausbeutung“

Praxisbeispiele von Gamification, die wir alle nutzen



5 Elemente von Spielen, die wir oft im beruflichen Alltag missen

- Klare Ziele, Meilensteine & Regeln
- Informationstransparenz
- (Echtzeit-)Feedback
- Entscheidungsfreiheit
- Herausforderung

[Quelle: Warum Führungskräfte über Gamification nachdenken sollten](#)

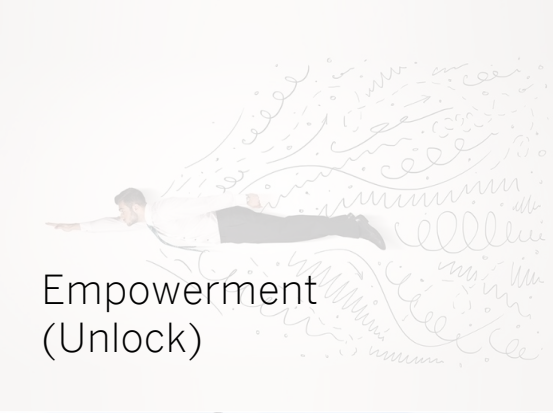
Wie wirkt Gamification? (Quelle: Octalysis Framework)



Errungenschaften
(Punkte, Badges)



Bedeutung
(Story)



Empowerment
(Unlock)



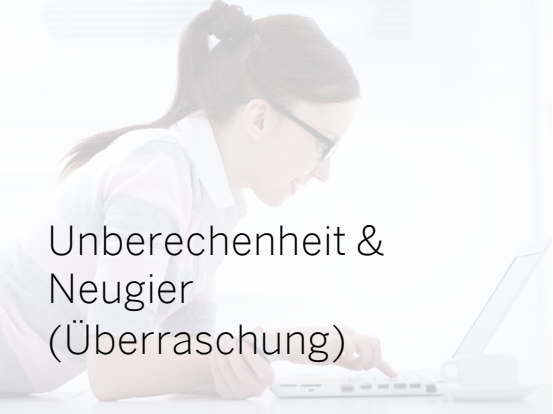
Ownership & Besitz
(Avatar)



Sozialer Einfluss
(Gifting)



Mangel & Ungeduld
(Countdown)

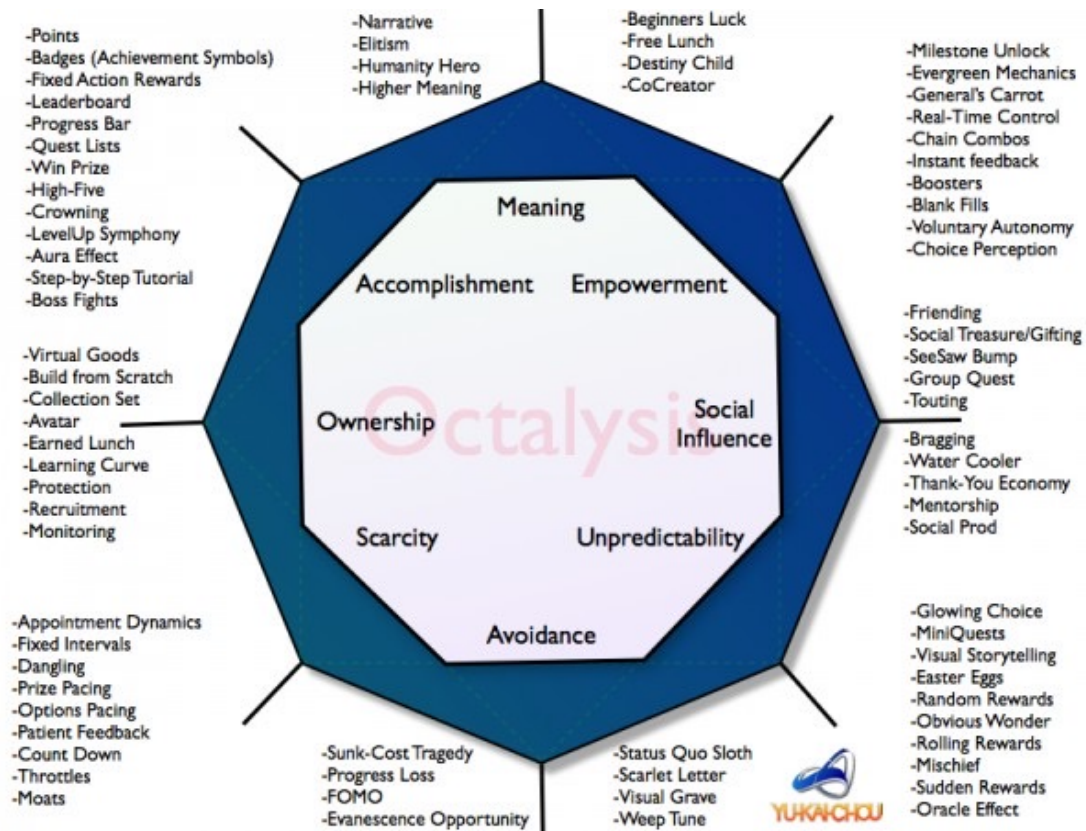


Unberechenheit &
Neugier
(Überraschung)



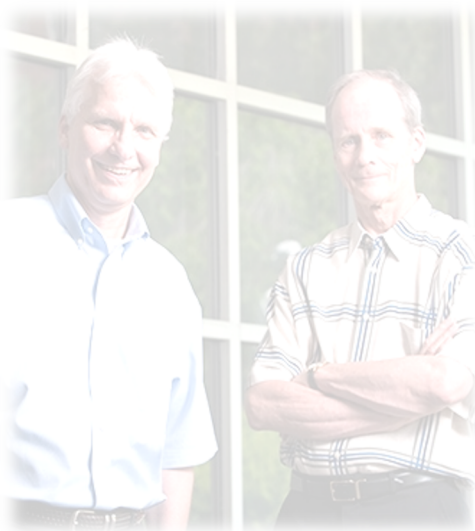
Vermeidung
(Punkteverlust)

Wie wirkt Gamification? (Quelle: Octalysis Framework)



[Yu-Kai Chou – The Octalysis Framework for Gamification & Behavioral Design](#)

Motivation – Self-Determination Theory (Deci & Ryan, 1985)

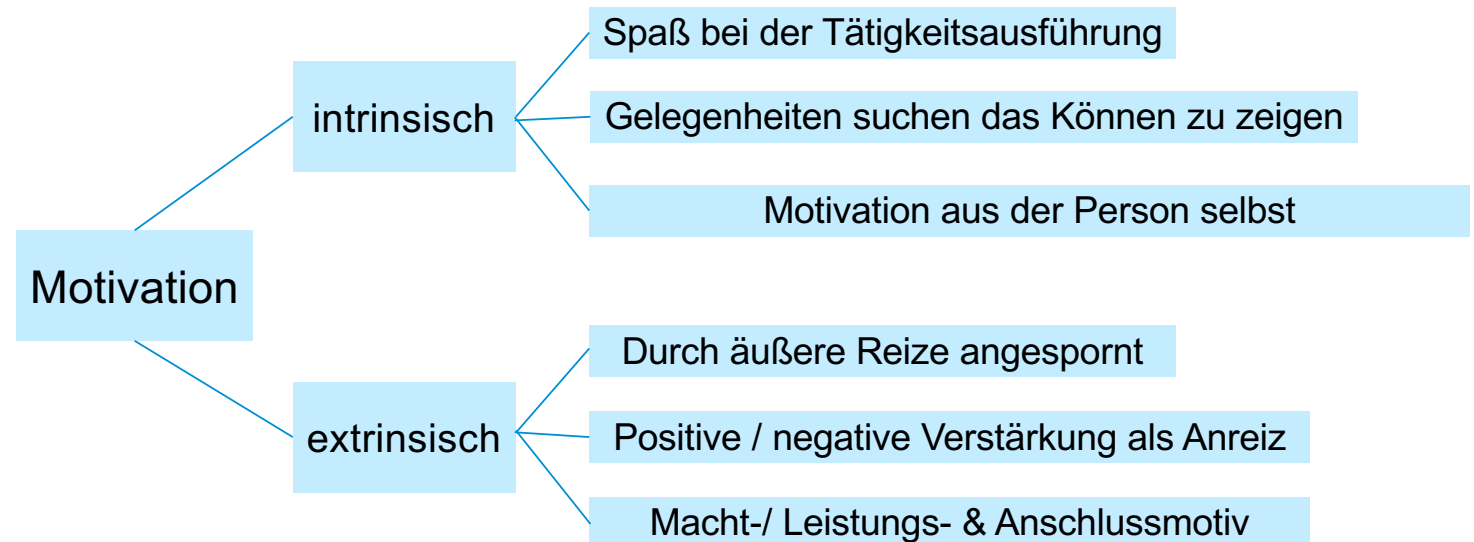


Richard Ryan & Edward Deci

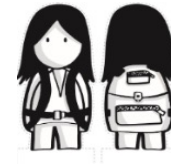
Quelle: <http://www.rochester.edu/newscenter/wp-content/uploads/2013/06/RyanDeci.jpg>

Angeborene psychologische Bedürfnisse:

soziale Eingebundenheit, Kompetenz und Selbstbestimmung



Mission : Mein Lieblingsspiel



Reflektieren Sie selbst:

- Überlegen Sie kurz: Was ist/ war Ihr Lieblingsspiel?
- Was waren Regeln, Ziele, Feedback Elemente und weitere Game-Mechanics



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Gamification als Teil von bestehenden Anwendungen - Templates

SAP

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Books with Questions

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Glossaries

Icon Library

Quiz Templates

Scenes

Text Style

Support Information

Info Center

Content and Templates

Scenes

Scenes

Evolution has wired our brains for storytelling – make use of it!

For internal and non-commercial services, use the SAP Scenes characters to create stories e.g. for learning content. Use these storyboard elements to make learning content more exciting and sustainable. Implement Scenes characters into book pages and bring them to life with the animation functions of the Producer.

Characters

Buildings & Backgrounds

Transportation

Office Furniture

Devices & Signs

Bubbles & Arrows

Click on a Scenes category above to see all its elements.

Example

How to set up and use Scenes...

Scenes Template Download Page

Gamification: Motivation zum Lernen & Wissen Teilen via Missions & Badges

[Missions](#) [History](#) [Points](#)

New Missions

No new missions

Active Missions



Speak Out! in Welcome Room
Contribute a discussion thread about a topic of your choice. Perhaps you can introduce yourself and describe what you are here to learn in order to earn the "Outspoken Citizen" badge and 4 additional lifetime points
[Cancel](#)

Why should I do this?
To break the ice! Let's foster a community where the learners should not be too shy to speak up.

What do I have to do?
Go to the "General Questions" forum, click "Add" on the top left, select discussion.

Completed Missions



Course Versioning Explained in Welcome Room
Better understand how course versioning works and which course version you actually need to take.

Why should I do this?
To understand why multiple versions of the same course are available, how to better tell them apart and know which version is right for you.

What do I have to do?
Read the "Which Course Version is the One You Need?" Blog.

SAP Lern-Räume mit Missions, Punkte & Badges



Thomas Jenewein
October 14, 2019 1 minute read

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Whats your learn-hack? Earn a badge in the Learning Hacker Mission by sharing your Tips & Tricks!

16 Likes 1,290 View 66 Comments [Edit](#)

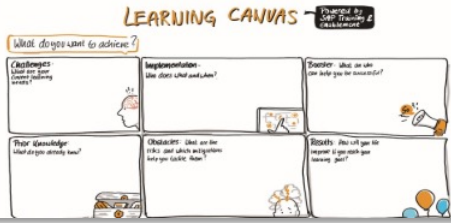
What the hack?

In today's fast-paced, complex & dynamic world we all need to constantly learn new skills, behaviors, and even sometimes change our mindsets & behavior routines. There are many buzzwords flying around like agile-learning or microlearning which propose solutions. But what are real tips to stay up-to-date and keep on learning – being motivated, doing the right things, getting the right sources and investing your time best? We take "workhacks" as a metaphor. Workhacks are small rules or methods, which improve work, collaboration and challenge rigid routines. So we would like to foster the exchange in the SAP community around helpful, smart learning tips – or "learn hacks".



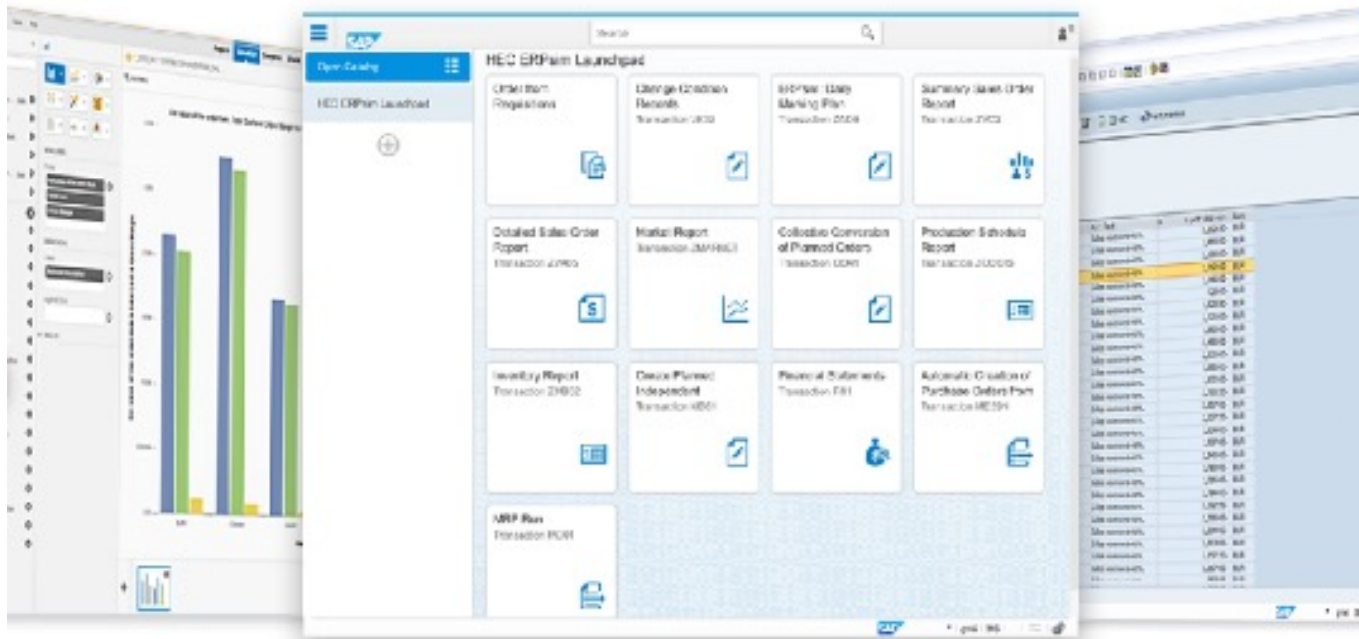
Examples of Learn Hacks

- Learn hacks can be new approaches – like leveraging a canvas & agile workshop techniques to design your teams' learning journey, instead of delivering/doing lengthy training needs analysis surveys. Please see example below



SAP Community Mission: Learning Hacker

Motivation zum Lernen & Wissen Teilen via Simulationen



Unternehmensplanspiel in einem SAP ERP (SAP S/4HANA Simulation Game)

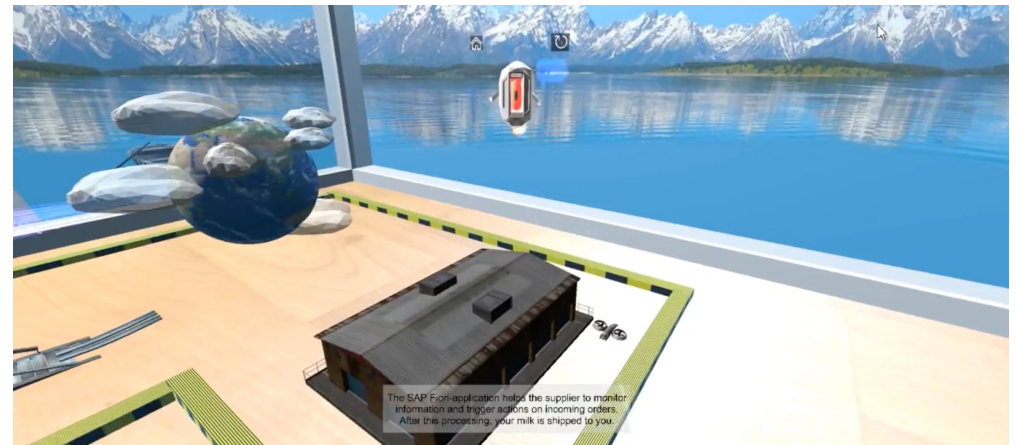
**Spielerische
Lernerfahrung**

Motivation zum Lernen & Wissen Teilen via Immersion & VR/AR



Wie funktioniert das Internet der Dinge?

Immersive Lernerfahrung



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Prozess der Umsetzung von Gamification

- Welches **Verhalten** möchte ich beeinflussen
- Mit welchen **psychologischen Aspekten** und
- Welchen **Design Elementen**
- für wen in welchem Kontext?

Points
Leaderboard
Badges/Achievements
Levels
Story/theme
Clear goals
Feedback
Rewards
Progress
Challenge

Social comparison
Clear goals
Intrinsic motivations
Extrinsic motivations
Social influence
Recognition
Reciprocal benefits
Attitude
Motivation
Happiness
Flow
Task involvement
Social motivation
Perceived added-value
Fun
Engagement
Enjoyment
Satisfaction

Amount of use
Quality of use
Quality of completed tasks
Task completion speed
Amount of contributions
Change in type of contributions
Amount of social interaction
Amount on contributions
Intentions to continue using
Intentions to recommend to others
Change in energy consumption
Learning effectiveness
Task performance
Time management
Carefulness
Learning
Response patterns
Increased knowledge

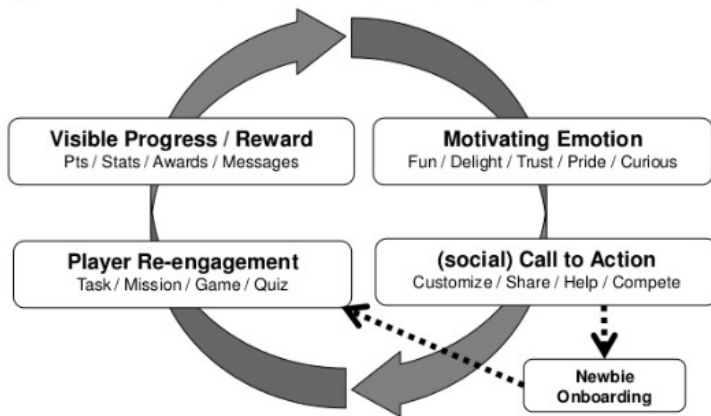
Quelle: [How does Gamification Work?](#)

Entwicklung einer Gamification Erfahrung: Engagement Loops & Fortschritt

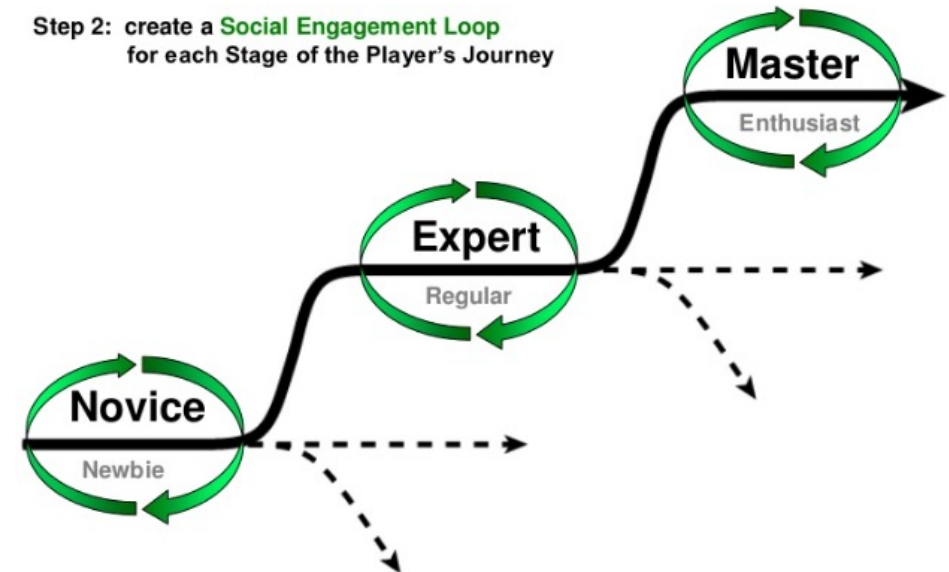
Engagement Loop 1

Goal: fill in the boxesup your core engagement loop
Purpose: identify key systems & actions that drive repeat play
#Players: 1-8
Duration: 20-30 min

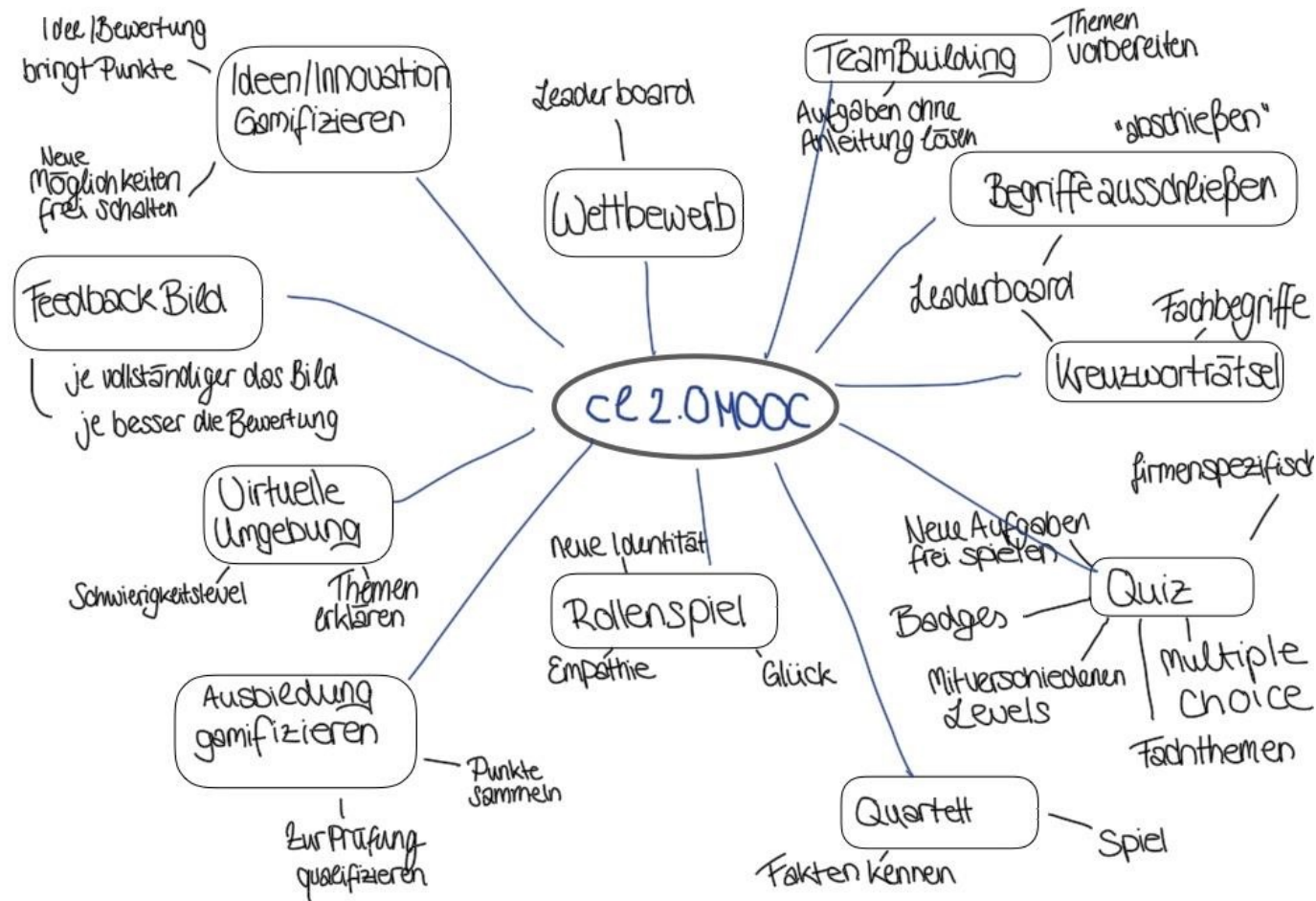
Step 1: Fill in the boxes with actions specific to your game



Step 2: create a **Social Engagement Loop**
for each Stage of the Player's Journey



Erfahrungen aus dem Corporate Learning Mooc: Gamification Contest Vorschläge



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Lessons Learned

Denken wie ein Game Designer

- Bei jedem Ansatz
- Beispielhafte Fragen: was Motiviert meine Zielgruppe? welche Spielertypen habe ich dort, welches Verhalten will ich beeinflussen... und welche Game Mechanics können mir helfen.
- statt Vermitteln von Fakten Geschichten mit Charakter/ Personas

Klein und Low Tec

- Elemente wie Überraschungen, Herausforderungen, Belohnungen etc. (s. Octalysis Rahmenwerk)
- Lowtec wie Spiele im Workshop zum Warmup, Teambuilding, etc.
- Physische Überraschungen (echte Buttons statt digitale Badges)
- Kleine Spiele im E-Learning statt langweilige Quizzes, zB mit Raptivity
- Eigene Spiele (z.B. Kartenspiele)

Selbsterfahrung

- Selbst Spielen, im Team einsetzen, Kinder befragen...

Lessons Learned

Einbindung von Trainern, Moderatoren, Lernern

- Bei der Ausgestaltung der Regeln
- Bei der Erstellung von Missions/ Challenges
- Befähigung dezentral Gamification zu nutzen (Self-Service oder Toolkit)

Anpassung von Gamification an den Kontext

- Sprache & Visuelle Gestaltung
- Regeln & Mechaniken sollten zur Kultur passen der Zielgruppe

Einfachheit der Anwendung

- Einbau in die Infrastruktur & Content (z.B. social Network, E-Learning)

Lowtec: Games in the Classroom, Lego SeriousPlay etc.



Web Bilder Shopping Videos Bücher Mehr ▾ Suchoptionen

Ungefähr 473.000 Ergebnisse (0,64 Sekunden)

Tipp: Begrenzen Sie die Suche auf **deutschsprachige** Ergebnisse. Sie können Ihre Suchsprache in den Einstellungen ändern.

Training Games - Thiagi.net

thiagi.net/archive/www/games.html ▾ Diese Seite übersetzen

06.10.2014 - Training Games. Training Games. This section contains more than 400 ready-to-use training games and activities. Most of them were published ...

Free Training Games, Energisers, Energizers, Icebreakers ...

www.trainerbubble.com/energisers.aspx ▾ Diese Seite übersetzen

Free energisers, icebreakers, training games and resources? We have hundreds of free training course materials available to download for free right now.

[Free Energisers](#) - [Free Training Games](#) - [Free Icebreakers](#)

101 Great Training Games Training Activities - TrainerActive ...

www.fenman.co.uk/.../101-great-training-games.html ▾ Diese Seite übersetzen

Clean Sweep, featured in: 101 Great Training Games. To help players to understand that the way they work is largely based on their personal beliefs. Limiting ...

Training-Games.com Educational and Corporate Training ...

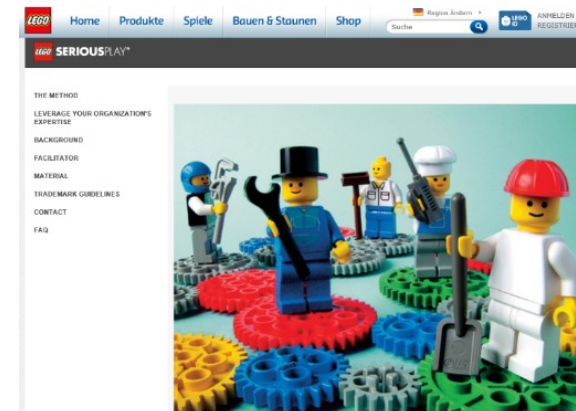
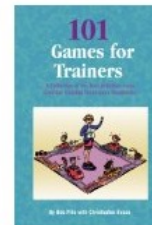
www.training-games.com/ ▾ Diese Seite übersetzen

Fuse exciting, engaging and effective action into PowerPoint using Training-Games.com. If it's an ice breaker, team builder, energizer or training game, you can.

Five Free Customer Service Training Games

www.businesstrainingworks.com/.../five-free-custo... ▾ Diese Seite übersetzen

Five Free Customer Service Training Games The following are five free customer



Weitere Infos

Literatur, Videos, Webinare

- [Artikel: Gamification im Personalwesen](#) (Original aus Zeitschrift für Personalrecht)
- [Workshop von SAP Education zum Thema Gamification Grundlagen](#)
- [Recap des Corporate Learning MOOCs zu Gamification](#)
- Lernen mit optimalem Lerntransfer durch Gamification, Videos, Teamlernen & soziale Medien: [Webinar mit Fallstudie der SAP Development University](#) (18.09.) und [Blog dazu](#)
- Gamification as a Service - Conceptualization of a Generic Enterprise Gamification Platform – [DISSERTATION](#) von P. Herzig
- SAP HCP Gamification Service [Infos auf Slideshare](#) / [Blog](#) zum Public Trail
- [Kostenlose Testversion des SAP Learning Hub \(Discovery Edition\)](#) – im DSAG-Jahreskongress Lernraum gibt es auch Gamification Elemente
- Herger, Mario: Gamification in HR / [Amazon](#) / [PDF](#)
- [Gamification im Personalwesen \(mit Mario Herger\) – Webinar Aufnahme & Zusammenfassung](#)
- Gabe Zichermann: Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps [auf GoogleBooks](#)
- Folien von Gabe Zichermann (GSummit Gründer) auf [slideshare](#) – sowie seine [GamificationCo Website](#)
- [S. Deterding: From Game Design Elements to Gamefulness: Defining "Gamification" \(Slideshare\)](#)
- Koivisto, J., & Sarsa, H. (2014). Does Gamification Work? – A Literature Review of Empirical Studies on Gamification [How does Gamification Work?](#) – [Übersicht über versch. Studien](#)
- Amy Jo Kim: Smart Gamification: [Social Game Design for a Connected World](#) sowie [Gamification 101](#)
- [Wikipedia: Bartle Test zu Spielertypen](#) (original Test leider nicht mehr aufrufbar)
- [Enterprise Gamification Webseite mit vielen Infos](#)
- <http://openbadges.org> Infos zu openBadges
- [Memrise](#): Beispiel für gamifiziertes LernApp (Wortwiederholungen z.B. zum Sprachenlernen), [PollEverywhere](#): App & Service für Kurzumfragen

Links

EducationNewscast Podcast jeden Montag: [openSAP](#) / [Spotify](#) / [Apple](#)

[Artikel von Bob Mosher: Ten Seconds: Performance Support in Two Clicks](#)



Blogs & Artikel

- **[Lernen bei Bedarf und im Kontext mit digitalen Assistenten: Performance Support anstatt Training](#)**
- **[Learning Experience Design Blog](#)**
- **Weitere Artikel via [LinkedIn](#) oder [Blog](#)**

SAP Training auf [LinkedIn](#) - [XING](#) - [Youtube Channel](#) – [Facebook](#) - [Twitter](#)

[SAP Community – Learning Topic Page](#)

[SAP Website – Training Bereich DE](#)

The background consists of several overlapping squares in pastel colors: light blue, light green, light purple, and light yellow. Each square features a large, white, stylized question mark. The squares are arranged in a way that they appear to be layered on top of each other, creating a sense of depth. The word "Fragen?" is written in a black, sans-serif font across the center of the image, partially overlapping the squares.

Fragen?

Mission 2: Spieldesigner



1. Nennen Sie ein Verhalten, bei dem Sie Motivation & Engagement verbessern wollen

- Nicht über Lösungen nachdenken
- Bsp: Zu Spätkommen, mitmachen in einer Community

2. Analysieren Sie die Spieler: Verhalten heute/ Zukunft & Ihre Motivatoren

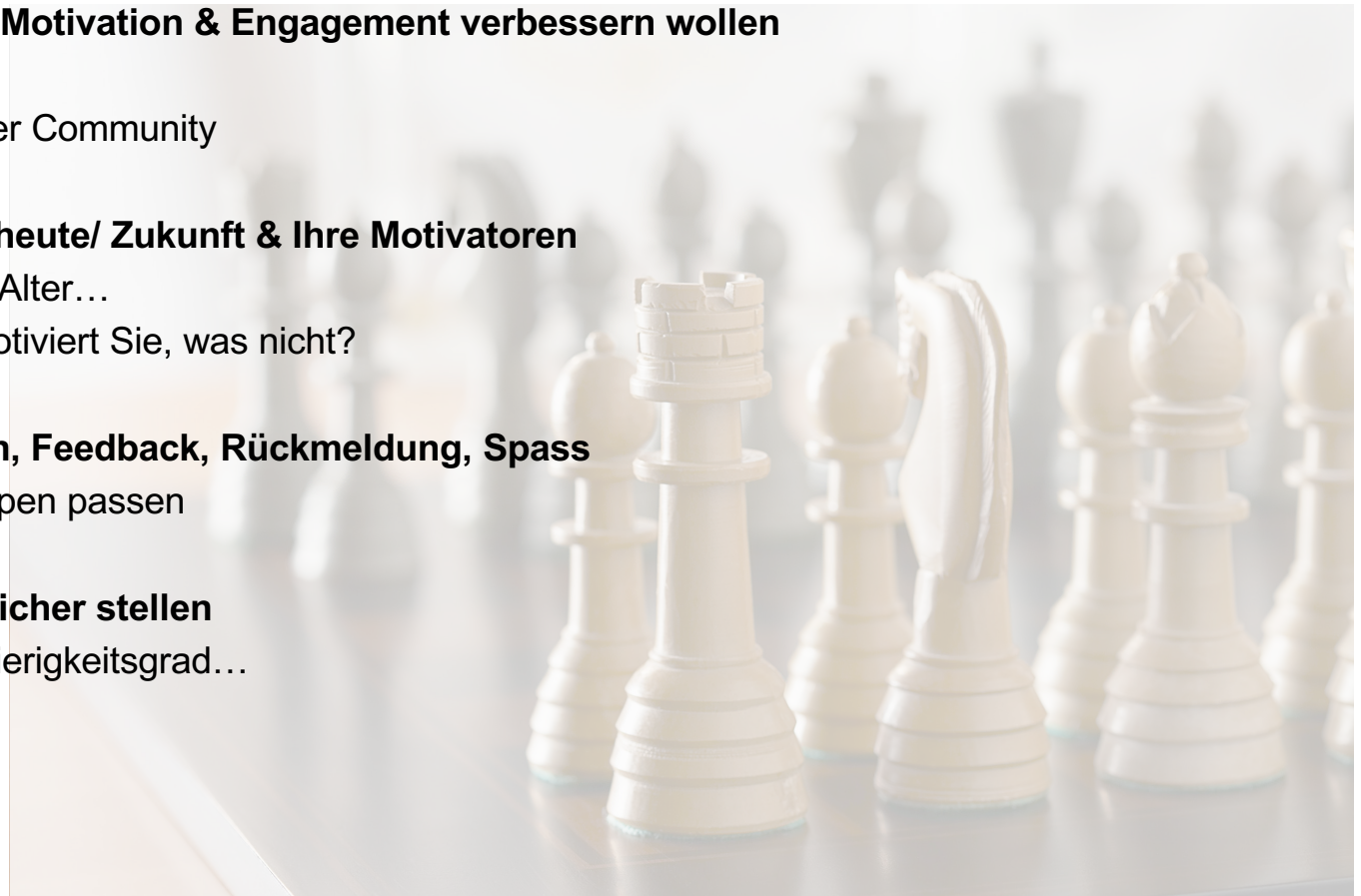
- Definieren Sie Personas: Likes/ dislikes, Alter...
- Welche Spielertypen haben Sie? Was motiviert Sie, was nicht?

3. Definieren Sie die Elemente wie Regeln, Feedback, Rückmeldung, Spass

- Spiele Mechanismen sollten zu Spielertypen passen

4. Überlegen Sie wie Sie Nachhaltigkeit sicher stellen

- Z.B. mit Elementen Dauer, Levels, Schwierigkeitsgrad...



Vielen Dank für Ihre Zeit

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