# Gamification of Employee Training and Development: Ideas Beyond Points, Badges and Leaderboards

## - Or:

# Need to Finally Change Employee Behavior? Try These Gamification of Employee Training and Development Ideas

## - Or:

# How to Get Gamification of Employee Training and Development Increase Knowledge Retention

Gone are the days that people would be ridiculed for playing games. Most of us are gamers now. According to the Entertainment Software Association, "64% of American adults, or 214.4 million people, play video games," reports [VentureBeat](#).

The average gamer is 35-44 years old, and "44% of Americans over age 50 enjoy games at least once a month," VentureBeat adds.

Gamification of employee training and development is, therefore, a way to make work fun in a familiar way.

But it's also useful for driving business results. Training games are a form of "practice by doing," which tends to have a 75% learning retention rate, reports [Training Industry](#). Yes, all those points, badges and leaderboards you keep hearing about actually make a difference to your bottom line. "When employees retain more, they perform better," it adds.

# Impactful Gamification of Employee Training and Development Starts by Setting Goals

Before we talk about how to amplify points, badges and leaderboards, let's figure out [what we're working toward](#). A couple goals to consider:

### Increase Training Engagement & Sticky Learning

You can make training participation obligatory and discipline employees who don't participate, yet you can't make people remember materials and use them well at work. For that, you need an [intrinsic motivation](#), and to grab their attention efficiently enough that they'll internalize what they learn.

### Drive Behavior Change and Prove the Value of Training to Management

Ultimately, gamification of employee training and development is supposed to lead to behavior change and, therefore, to a bottom line increase. Yet, according to a Brandon Hall Group study, "only about eight percent of companies truly measure" training's impact on business results, reports [Training Magazine](#).

Gamification makes it easier to track which level of knowledge employees are supposed to be at, versus how they're actually doing at work, versus how they did before they started training.

## Gamification in the Workplace Ideas: Increase that ROI

Ready to start building your "gamification in the workplace ideas" list? Here are some essential ideas, and how to make them work.

## Start Simple with Quizzes

Gamification of employee training and development can be as simple as providing quick quizzes at the end of each micro lesson. Use fun copy or virtual confetti when employees get answers right. Keep it to two-three questions, and provide opportunities to retake the test if needed. Once they master some basic quizzes, it might be time to have more fun.

## Turn Training and Development into an Actual Game

Just like in a video game, employees get assigned characters that need to achieve a goal. The journey needs to represent work processes employees navigate in their positions.

Games can range from simple environments to immersive virtual reality experiences. Replicate store experiences, and let employees practice making mistakes in low risk environments. Get employees to overcome work-related challenges in the game, and use the new skills they gain to make it to the next level of the game.

## Provide Levels of Challenges and Growth

Once employees master one level of the quiz or game, move them to a higher level, just like in your usual game apps. In higher levels, employees will learn deeper, more complex skills.

Separating your training into game levels reduces the overwhelm, and provides opportunities to celebrate success milestones along the way. That builds confidence for implementation opportunities.

## Offer Implementation Opportunities

No matter how long your "gamification in the workplace ideas" list is, a crucial aspect for success is allowing your employees to practice what they've learned.

For the biggest impact, diversify the implementation opportunities you offer:

- ⇨ Online (in the app)
- ⇨ Offline
- ⇨ Alone
- ⇨ With colleagues

## **Give Quick Feedback, Support and Rewards**

Points, badges and leaderboards are an easy way to show employees what they're doing well and what they need to improve. It's also an easy way to provide automatic rewards, which could be virtual, such as…

- ⇨ A fancier badge
- ⇨ Notification about being in the top 10%
- ⇨ Access to premium training

… or they can be linked to the "real world" automatically by giving employees the ability to choose:

- ⇨ A gift card
- ⇨ Work benefits (financial bonus, extra day off)
- ⇨ Invitation to join an in-company roundtable, corporate social responsibility committee or early consideration for a desired role

Simultaneously, provide analytics for your managers, so that they know which aspects of the training need to be repeated or changed, or which employee could use extra support.

## Gamification of Employee Training and Development Needs a Hero

your hero is your employee. While your plan of gamification of employee training and development does start with corporate goals, it then needs to center around getting your employee to achieve these results.

⇨ Where is your employee in the journey now?
⇨ What's stopping her from reaching these goals?
⇨ What does she need to learn?
⇨ What's stopping her from implementing what she learns?

Once you're clear on these answers, growing your "gamification in the workplace ideas" list becomes easier. Ideas become more accurate to your employee's needs, and she becomes the hero of your company's next growth spurt.