



REV

A Program Developed By PentaQuest
for the Australian Government



Rev

Perform better



Developed by [PentaQuest](#) for the Australian Government, to implement gamification as a strategy to increase employees' engagement with Professional Development. This program was recognized as a [Training Magazine Award](#) finalist for *Excellence in eLearning or Web-Based Gamification Design* at [GamiCon](#) 2018.

THE NEED.

How to change our organizational culture and increase focus on professional development?

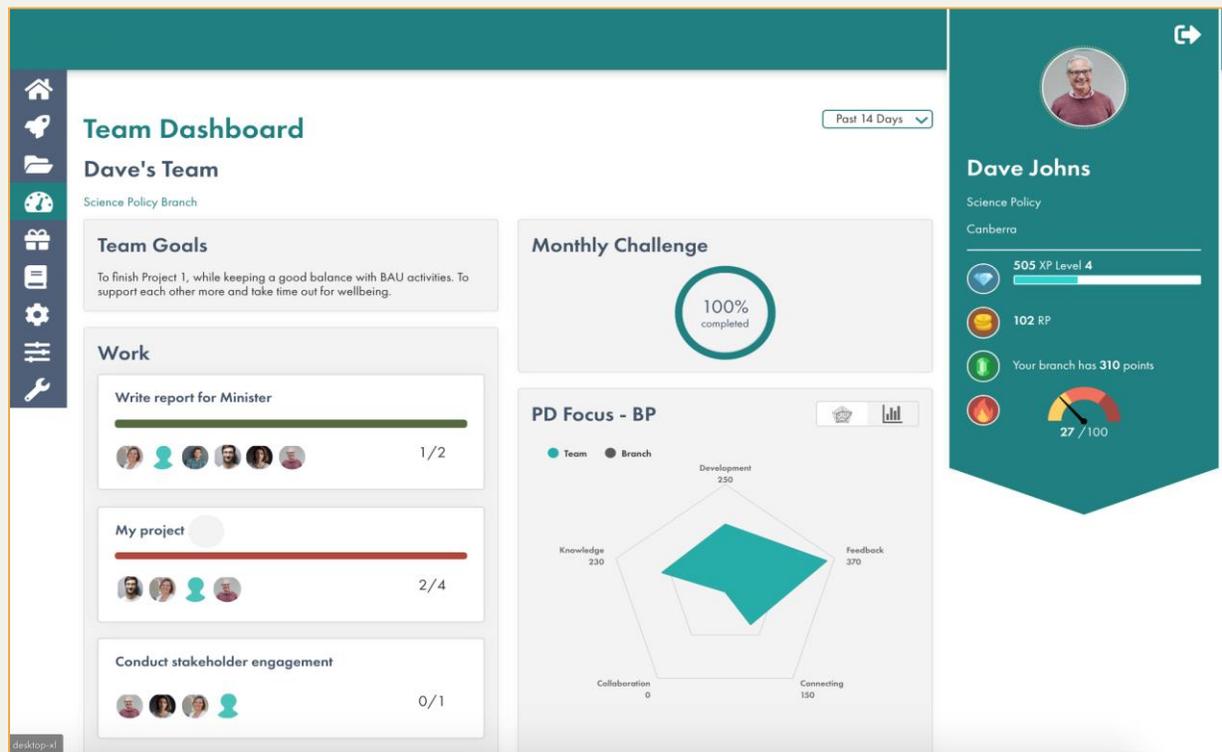
Like many government agencies, this department was seeking a mechanism to shift their culture to one that more collaborative in nature and focused on professional development. A culture where individual activities and goals are clearly linked to broader organizational priorities and strategies.

Additionally, the Department had just undergone a review of the performance management framework and found that their traditional approach was too formal, too slow, and didn't achieve the results it was designed for.

As a result they decided to introduce a new, more agile and open platform, removing formal ratings and feedback periods.

But, the question remained –

“How do we empower and motivate staff to improve the quality and quantity of performance feedback, engage in positive management practices and take responsibility for continuous professional development?”



An Iterative Approach: *Developing a gamification experience requires an iterative approach based on human-centered design, and uses principles and practices such as collaboration, innovation, prototyping, and iteration.*



“I think the conversations around using it led to stronger relationships across the team.”

THE DESIGN PROCESS.



This project took an in-depth user-centred design process that was divided into two key phases.

- **Phase 1:** included extensive user research covering a range of department employees
- **Phase 2:** involved an agile process to build, test, and refine the platform



First, the users and their needs were understood through in-depth, face-to-face interviews and a questionnaire completed by 250 department employees.

Following this research phase, an iterative and collaborative design phase commenced which included producing the behavioural and gamification mechanics to increase engagement.

These were then translated into visual designs for a desktop platform.



The second phase of the project involved an agile process to build, test, and refine the platform. It also involved communicating about the platform with staff, managers, and various business areas.

A pilot of this Minimum Viable Product was then conducted over a 1-month period. The experiences of users and the success of this pilot were then evaluated, and designs for the second version of the platform were developed.

Implementation activities, considerations, and timings were also identified and considered as part of the platform and project.

A total of 481 staff participated in the research for this project, (about 20% of the organization).



“I saw more conversations about development, more proactive development planning, better understanding of development”

Welcome, Jane

What would you like to do today?

My tasks

Complete reading for MGMT3001 Read Chapter 1 of reading materials	+3FP +5XP
Meet with study group Meet with study group this week to work out our study apj	+3FP +5XP
Submit assignment Finish assignment and submit it	+3FP +5XP

[+ Add new task](#)

PD

TedTalk: In... CEO of Human Facets, Helen h COMPLETED 4 months until available again +50RP +30BP	ICT Cyber Security – P... This e-learning module in Page https://industry.por +30RP +15BP
ICT Cyber Security - M... In this e-learning module (in Pa https://... +30RP +15BP	Masterclass Social En... This Masterclass will cover: + 2 COMPLETED 4 months until available again +60RP +25BP
Sign up for a healthy i... Participate in an initiative such € +30RP +15BP	Read the Manage Wel... Read through the Manage Wel +30RP +15BP
Read the Be Well Intra... Read through the Be Well Intra +30RP +15BP	Privacy Awareness Tra... The Privacy Awareness module +40RP +20BP

Jane Smith
People and Planning
Canberra

1275 XP Level 2

340 RP

Your branch has 465 points

35 / 100

Rev is nudging behavior: Participants noted that the gamification was nudging them to complete actions they normally wouldn't.



Users reported that they **experienced an increase in motivation, communication, and team productivity**, as well as clarity on branch and team goals. Teams increased communication and collaboration, individuals received more regular performance feedback, and managers had a way to set and reward team and business targets.



Participants noted that the **gamification was nudging them to complete actions they normally wouldn't**. Behaviors observed included:

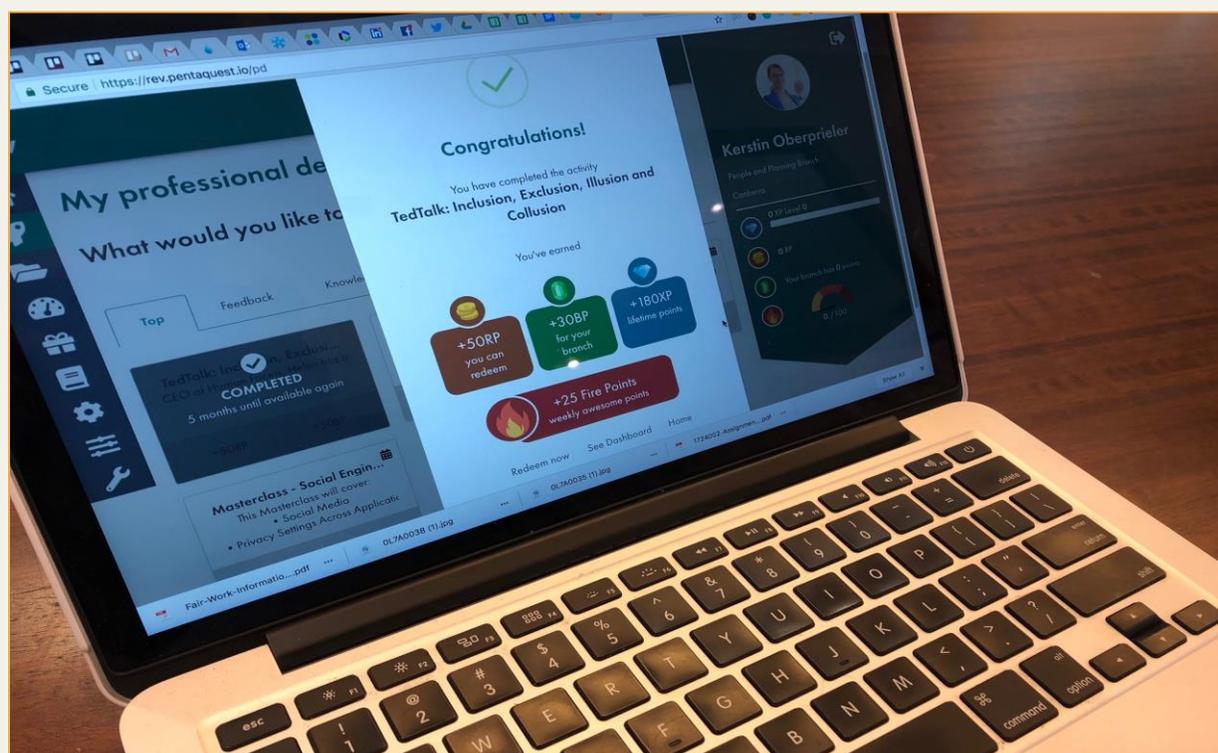
- Increase in feedback activities completed
- More discussion about professional development
- Staff thought more about collaboration
- Increased engagement and motivation
- Improved positive team interactions
- Improved culture
- Increased communication



Key KPIs

- 140% increase in average weekly L&D completed by one division
- 33% increase in awareness of welling being from 58% to 91%
- 4.6 – 41.5 increase in cyber security activities
- Regular engagement with the platform, from daily to 2-3 times a week

THE RESULTS.



Easy to Use Interface: *The digital experience was good, with users reporting that the platform was simple and easy to use, with very positive feedback about the design and interface.*



“My manager has become more conscious of providing feedback because of Rev.”

ABOUT KERSTIN OBERPRIELER.



Kerstin is Lead Gamification Designer for gamification firm PentaQuest and is completing her PhD in gamification.

As a leading gamification academic and practitioner, Kerstin is pushing the boundaries of what is possible with gamification, building gamified solutions that are intuitive, highly effective, and engaging.

Her recent clients include private businesses, government, not-for-profit organizations and schools, all seeking to engage their employees, learners and citizens through gamification.

Kerstin recently presented in Hong Kong, Germany, the United States and Singapore about the power of gamification and the design process. She also spoke at TEDxCanberra last year about the future of gamification.

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