

# GAMIFICATION FOR BUSINESS PROCESSES

Learn Innovative Strategies to Increase Motivation and Boost Productivity

25th - 26th September 2023

15th - 16th November 2023

Kuala Lumpur (In Person) / Online Training

## Major Benefits of Attending

By end of this course, delegates will be able to: -

- **Understand** how gamification can enhance engagement and productivity in business processes
- **Identify** employee motivations and **Implement** design elements using gamification frameworks
- **Understand** how to systematically design effective gamified experiences using game elements, mechanics, and feedback systems
- **Recognise** how gamification can be applied in different business processes
- **Understand** how to ethically use gamification while ensuring fairness, transparency, and privacy in gamified processes, and maintaining a positive organisational culture

## Course Methodology

Client has the option to choose to participate either below method.

**Online Course :** This course will be conducted via Zoom.

**Marriot Group Hotel:** This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.

## Why you Should Attend?

In today's rapidly evolving business landscape, organisations are constantly seeking innovative ways to motivate their teams, boost productivity, and create a culture of continuous improvement.

Gamification offers a powerful solution to drive better results and create a more engaging work environment.

This gamification workshop will provide participants with a deep understanding of gamification principles and equip them with the practical skills to strategically integrate gamification techniques into their business processes.

## Who Should Attend?

- Innovation managers
- Any manager wanting to reinvent the way he/she solves problem
- Managers needing ideas to develop their employee engagement vision

## Workshop Outcomes

90% participant engagement throughout workshop

95% of participants stated they would highly recommend this workshop to others

95% of participants stated that they could apply the lessons to their respective roles

Organized by:



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