

SeGa



Gamification & Gaming in Coach Training

Mohamed Bahgat

ACTO 2016

SeGa*team*

DEVELOP HUMAN DEVELOPERS

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These are social media links
For more information about the speaker “**Mohamed Bahgat**”



/2mbahgat

Gamification And Gaming In Coach Training Levels



Hello game



What do you know about gamification?

Planning

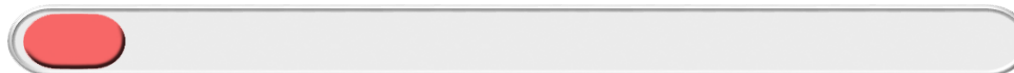
Do you play games? What are they?

Data
Collection

participants profile?

Data Analysis

Presentation



How to win?



Accuracy



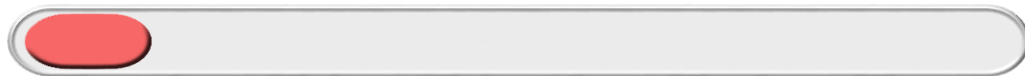
Collaboration



Creative presentation

Debriefing

- ✓ Insights and positive feedback about the overall process
- ✓ Your feedback on the product
- ✓ Why did you feel it is a game?
- ✓ What are the game elements that we used?





What is Gamification?



- **Gamification** is the use of game elements and game design thinking in non-game contexts to:
 - Engage people
 - Change behavior
 - Motivate action
 - Promote learning
 - Solve problems
 - And yet more ..

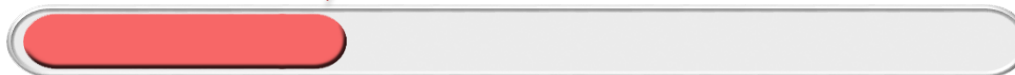




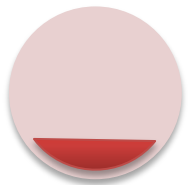
Gmaifi- wahhhh?

Congratulations
Level Completed

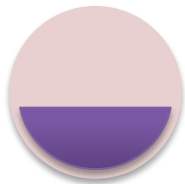
20%



Gamification And Gaming In Coach Training Levels

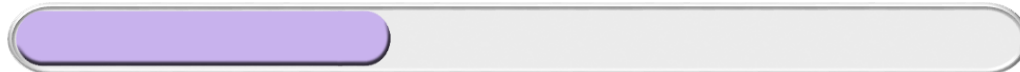


Level 1
Gmaifi-
wahhhh?

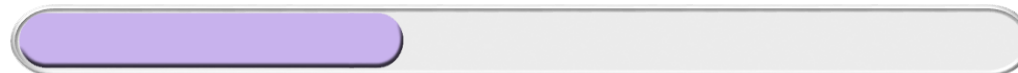
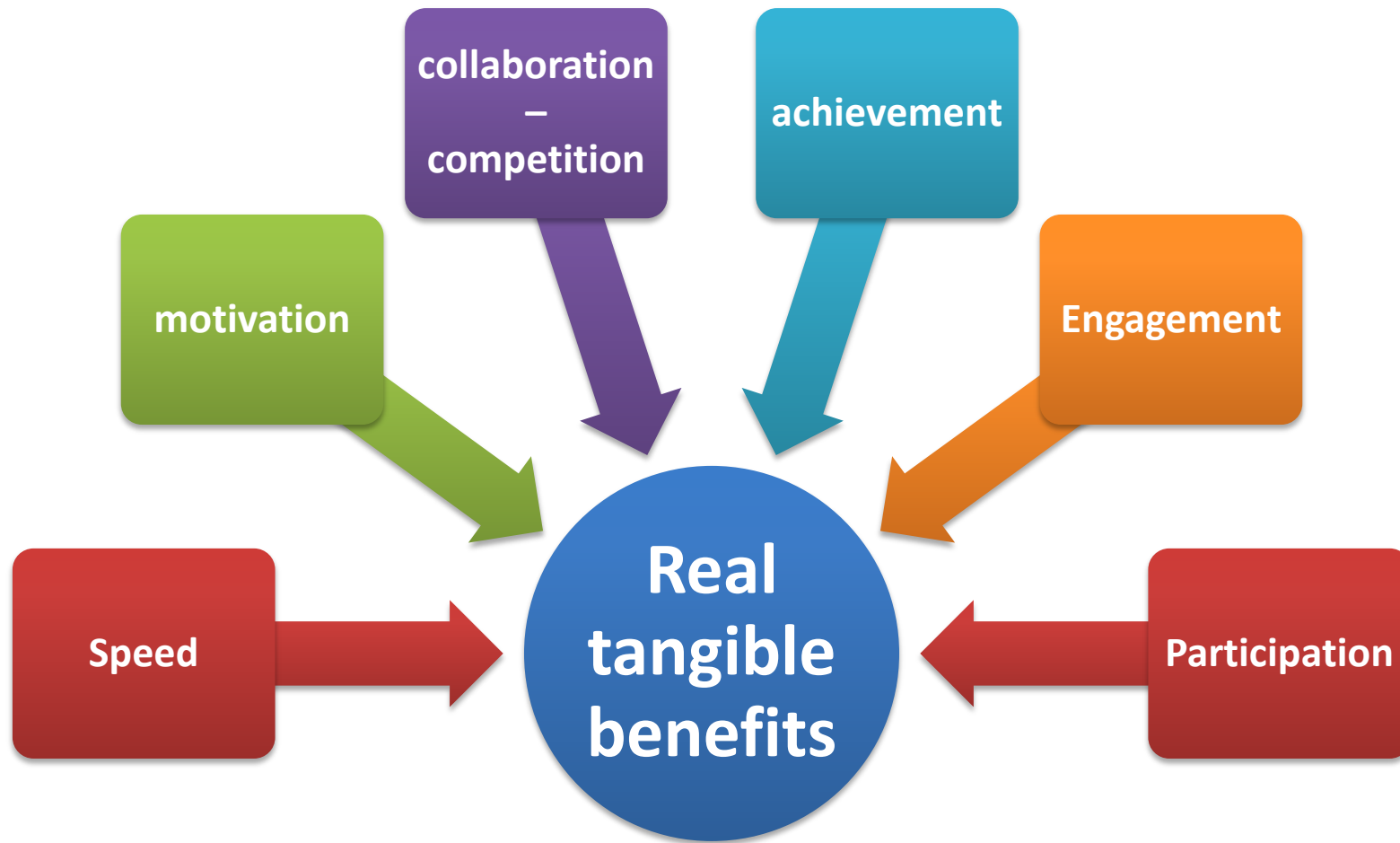


Level 2
Why
Gamification

Why Gamification?



Why Gamification ?



Gamification in learning

When to use Gamification in learning

- In the Field of learning, Gamification can be used to enhance the learning experience for any learner. It is very effective when it's used to motivate learners, influence behavior and actions, effective feedback and driving innovation.



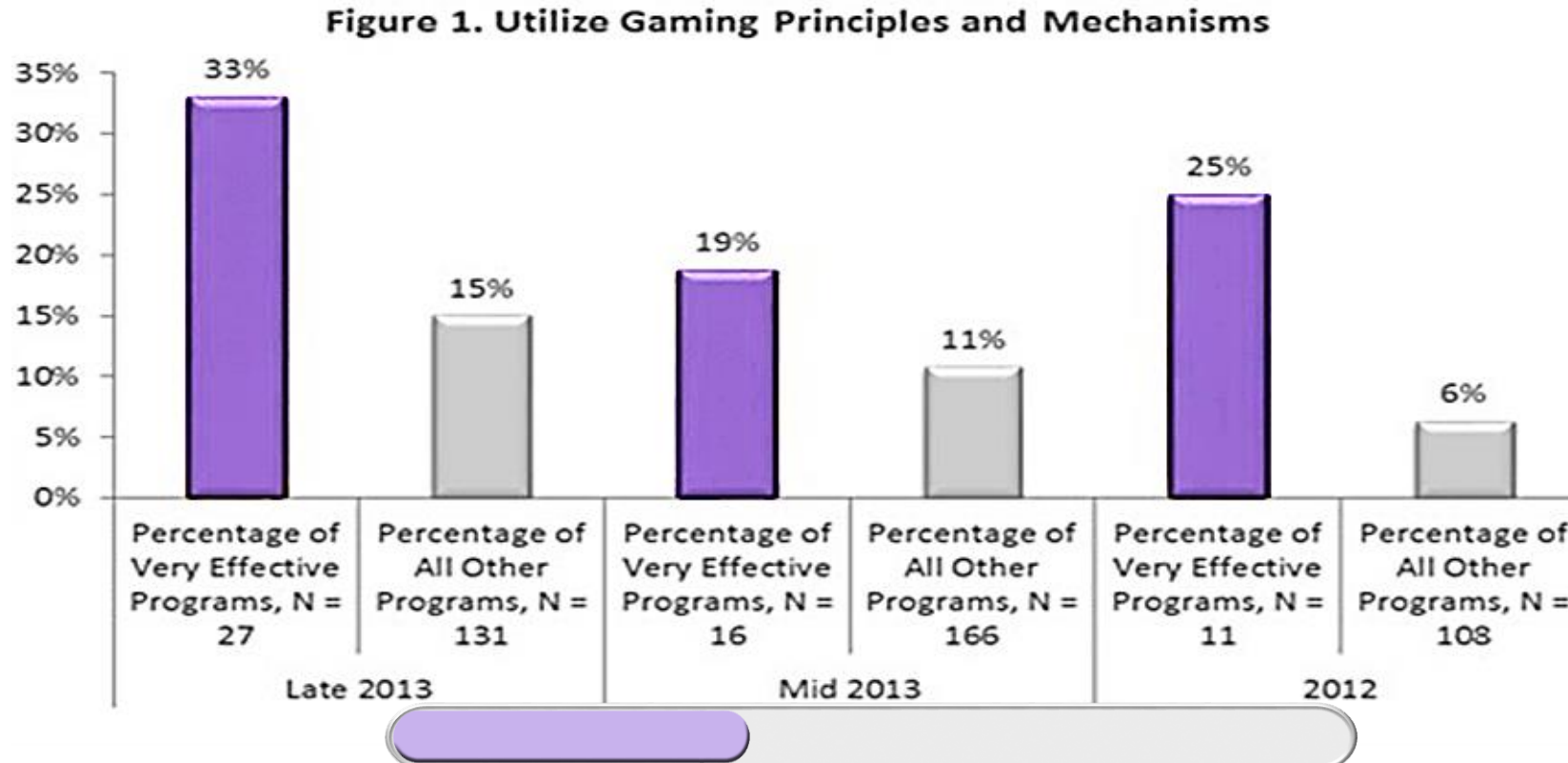
karlKapp :the gamification of learning and instruction-field book



Gamification in training

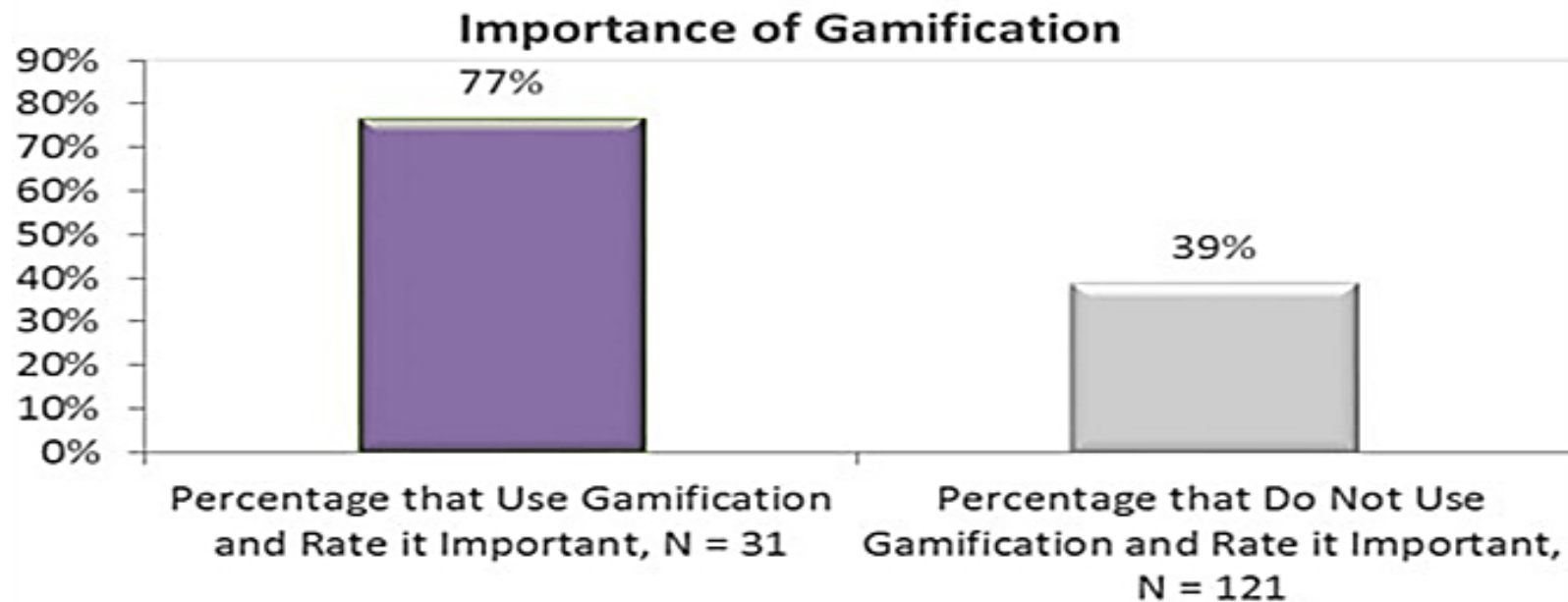
Motivation

- **Very effective** companies were **two times more likely** to include Gamification in their sales training programs as opposed to companies that were not rated as very effective



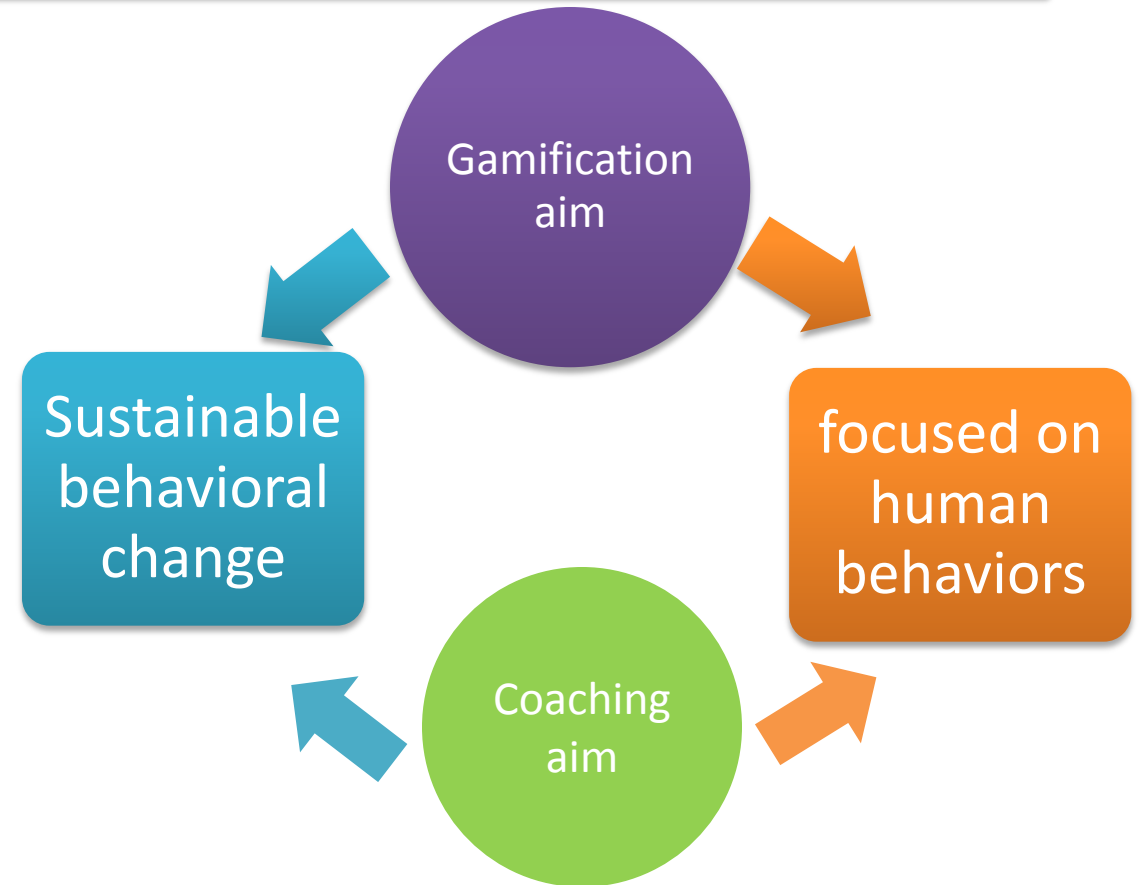
Motivation

Even more interesting, respondents whose organizations included Gamification in their training programs were almost **twice as likely** to rate the use of **gaming principles** in the **design of their coaching program** as important to its success.

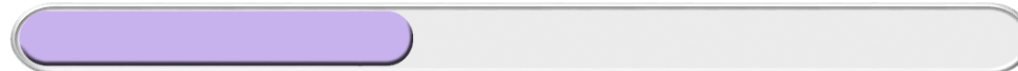


<http://www.trainingindustry.com/blog/blog-entries/salespeople-coaching-and-gamification.aspx>

Gamification and Coaching



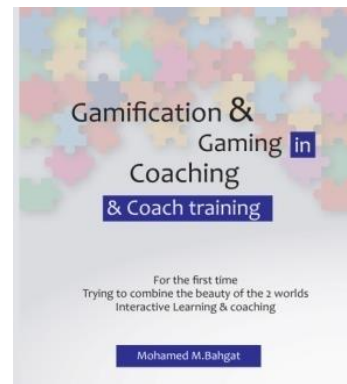
Does this sounds familiar to us as coach trainers , or other coaching areas?



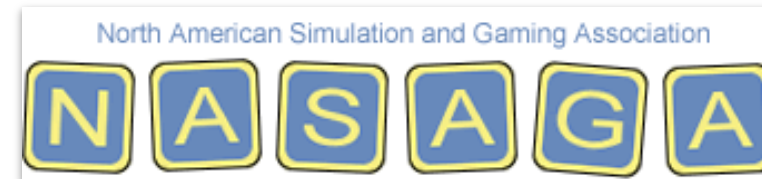
About the speaker



Coaching



Active Facilitation & gamification



Why SeGa?

SeGa*group*

Experiential Learning

Organizational Coaching

Educational Gaming

Gamification

SeGa*team*



GALLUP CERTIFIED
Strengths Coach

ACTO 
Association of Coach
Training Organizations



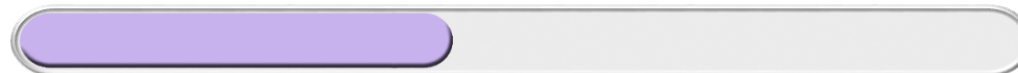
SeGa

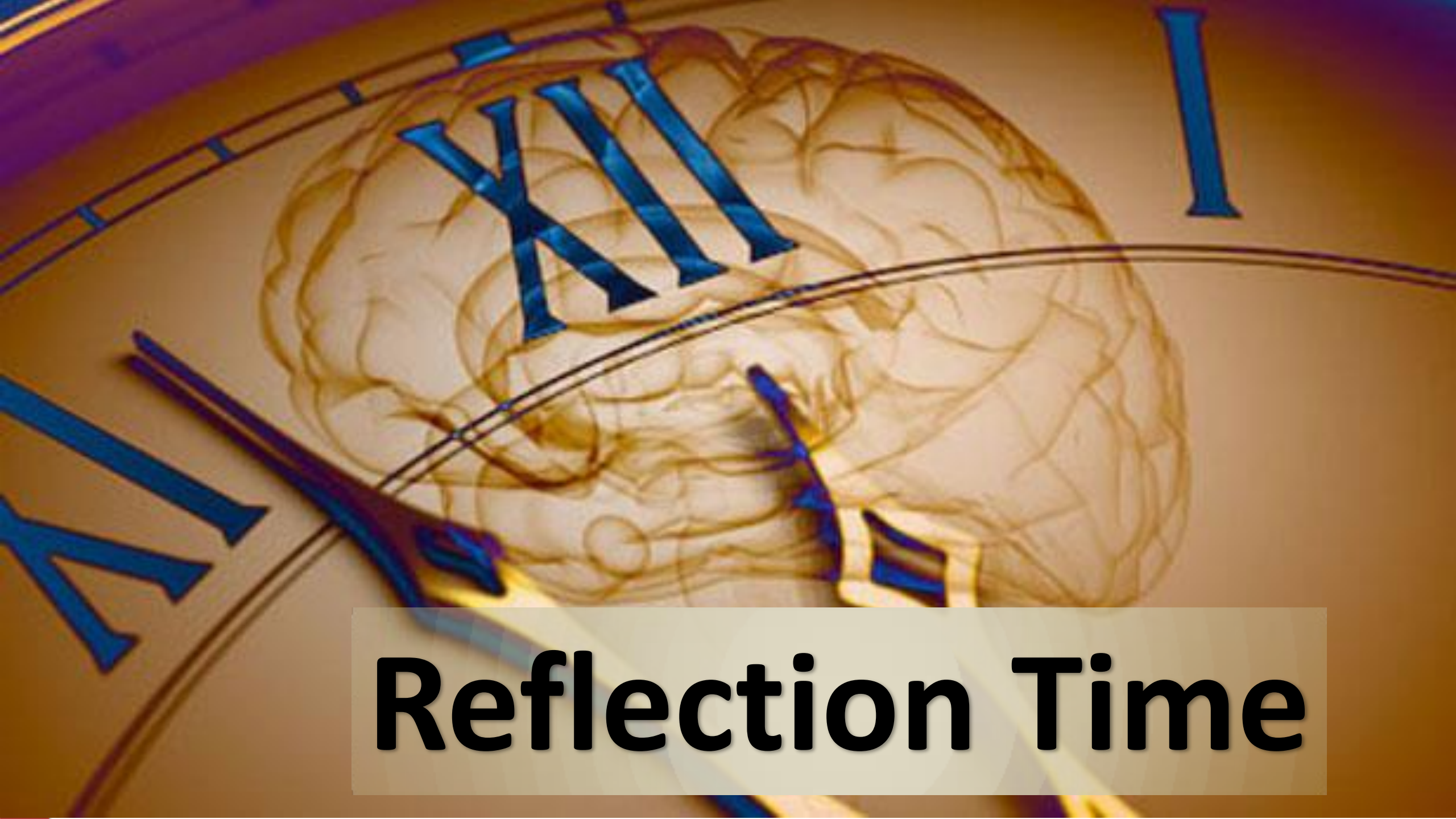
Challenges facing coach training



Gamification and Coaching

- The usage of Gamification in the form of levels, feedback, quests, surprise and other game dynamics and mechanics helps in creating **a reflective and engaging learning experiences.**
- It also allows learners to dare to fail safely and succeed awesomely with feedback.

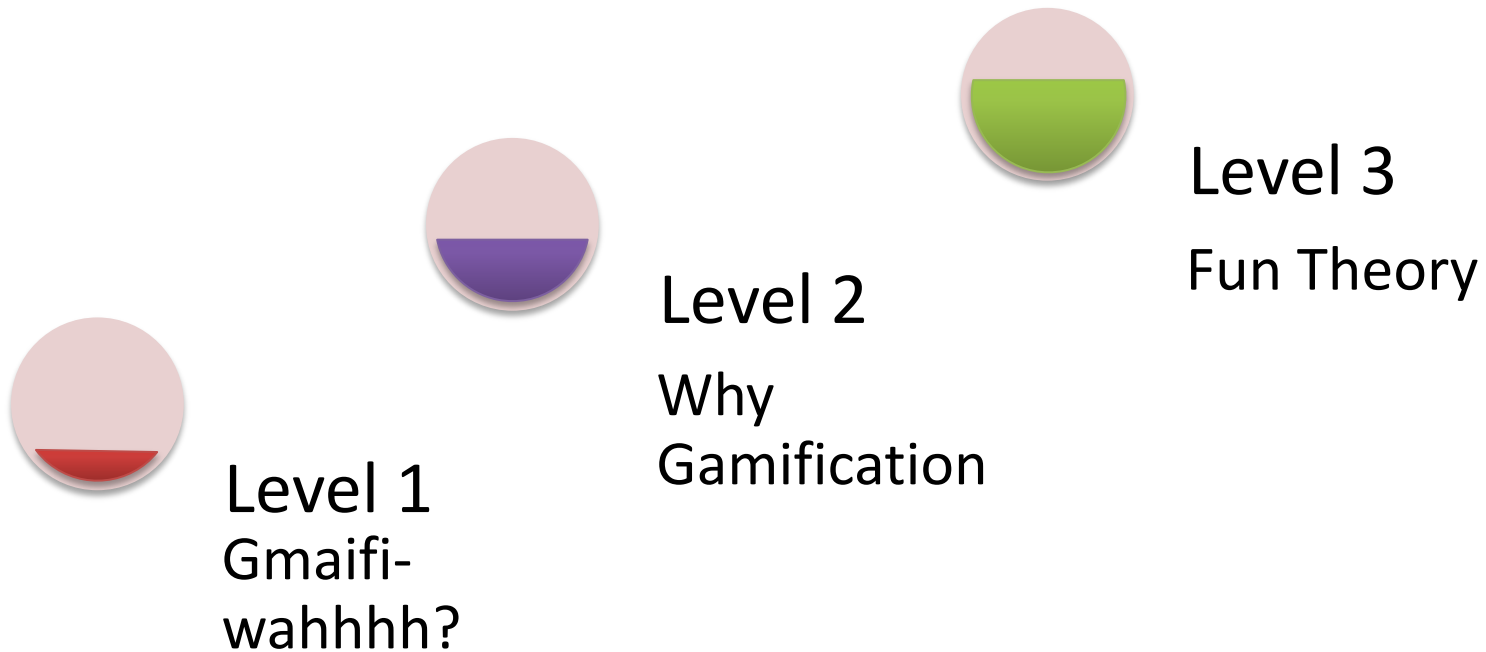




Reflection Time

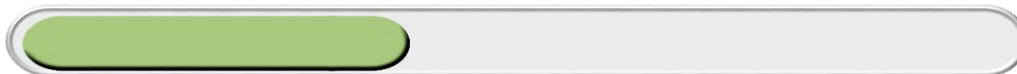


Gamification And Gaming In Coach Training Levels

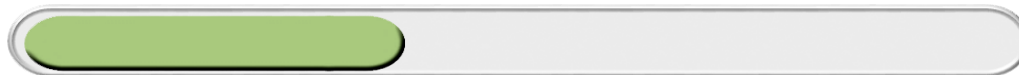




Energizer



The!unt eery.com



Fun Theory

Thefuntheory.com

The world's deepest trash bin **132%** more trash was collected



Fun Theory

Thefuntheory  **com**

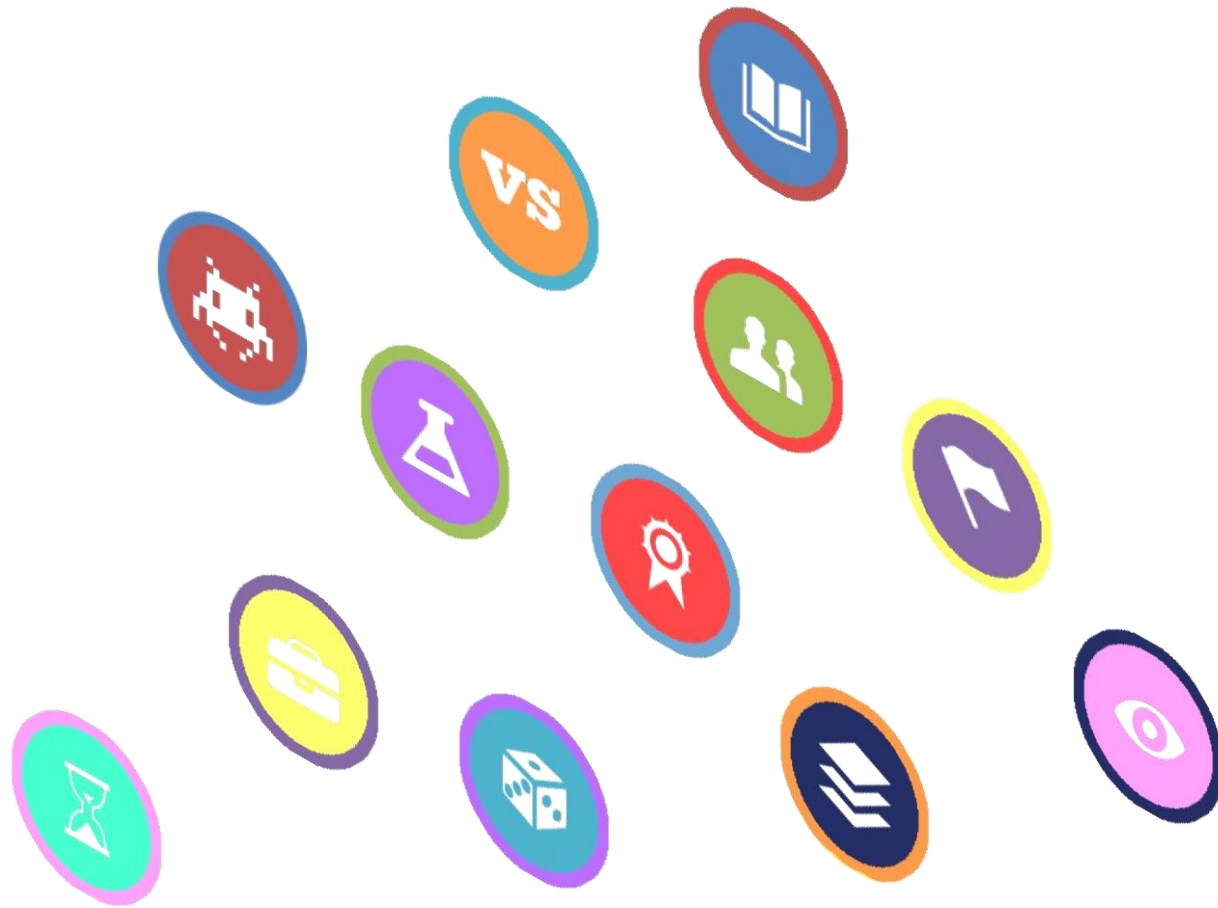
Piano Stairs 66% more people than normal chose the stairs over the escalator





Gamification And Gaming In Coach Training Levels





Game Elements



Game Elements



CONFLICT



COLLABORATION



COMPETITION



STRATEGY



CHANCE



AESTHETICS



THEME



STORY



RESOURCES



TIME



REWARDS/SCORING



Progress



Badges, Trophies, Achievements

Trophies, badges, ribbons, etc. are the visible recognition of having reached new levels or completed challenges. Challenges give people goals and the feeling that they are working toward something. Once a level or challenge is completed, participants expect some type of recognition for the milestone. As silly as it might seem, trophies and badges matter; they are visual markers of attainment.



REWARDS/SCORING





In our coach training program, badges are designed to define specific outcomes in specific learning areas.





These badges were used during the car race to honor the top 3 players for their progress.



In another program, the learners were simulating a story theme of some sailors exploring the sea islands & treasures. And they were rewarded by these badges for each mission completed.



Other badges are designed to motivate learners to cooperate with each other, to be committed to the program time, or any general achievement during the event.



Theme

- The **theme** in a story is its underlying message, or 'big idea.'
- In other words, what critical belief about life is the author trying to convey in the writing of a novel, play, short story or poem? This belief, or idea, transcends cultural barriers. It is usually universal in nature.
- When a theme is universal, it touches on the human experience, regardless of race or language. It is what the story means. Often, a piece of writing will have more than one theme





Learning eXperience Design Course, the learners -or in other words the Sailors- lived 3 training days + 6 weeks mentorship, in a Journey towards the treasure and they have some missions before the final stage where they meet with the “Pirates”.



Mission 1

*Starts 21st December –
Ends 24th December 12:00 mid night*

Mission 1:

you need to deliver by the end of 1st iteration the following ((in any form that fits you: document/a story board/ scribbles on a paper/mind maps...etc)):

1. Draft of the discovery phase & business objectives.
2. Story Draft for the whole Journey Story
3. Draft for the activities used in the "Before Trip" phase of transformation matrix
4. Draft for possible mechanics (Before Trip starts)
5. Initial Prototype for the Journey design (Before Trip starts)
6. **Most importantly, how** you planned and what are the tools you used for your discovery phase and how you did you reach your results? (E.g. did you use interviewing? How did you plan for interviewing? Did you plan to collect old data about your project? How did you get a



The Missions were sent by email, but also aligned with the "Sailors journey" theme.



Dear Great Sailors,
You have done an outstanding job in past mission, Thank you very much for all your outstanding efforts!
We really appreciate your hard work and commitment!

We are aware of how much the last mission was hard and very compressed in time, but you did a real great job and showed your fighting spirit till the end Great Job Everyone!

Mayday... Mayday! 

To All Sailors, please take your positions...I repeat.... Please take your positions! IT's an **ULTIMATE Emergency State!**

Finally, team! It's time for the Final Boss mission! Its time show our potential and greatest abilities! It's time to show our team work and the true powers of the LXD Designers! It's the Dragon of the oceans! The final Project!



Mission 8: Shipwreck Reef:

This is a preparation mission for our Boss Fight Battle, the mission is very easy and doesn't require a lot of time but you have to do it on a couple of days so please start it right now:

The Mission will talk about the "FLOW" state, which is one of the most important psychological states needed by the Gamification due to the high motivation it leaves the player/learner in.

In this mission you will have only 1 simple challenge, you will need to download an application called "**The Perigee Seven App**", this is a health based Gamified app, you will need to use it and extract the game elements which this app use!





Insert
video

This animation video was used to motivate them to fill a survey.





رحلة سواعد

تجربة معيشة التعلم النشط المؤثر



SeGa team

كتيب التدريبات

Session Workbook



رحلة سواعد

تجربة معيشة التعلم النشط المؤثر



SeGa team

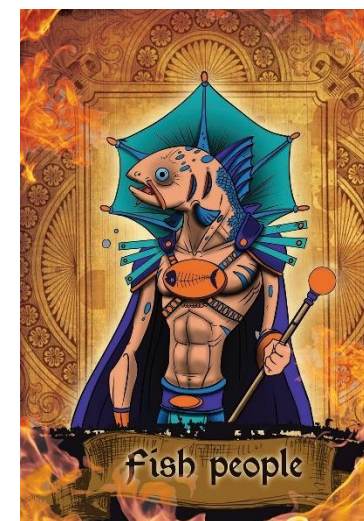
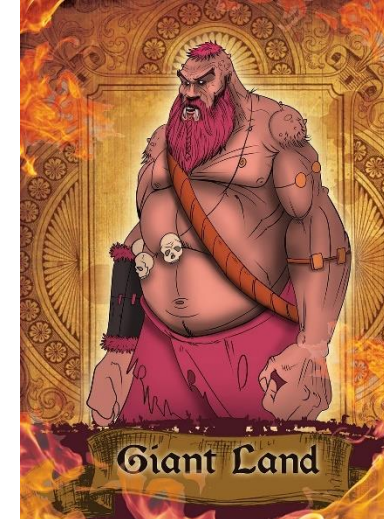
Knowledge booklet



Reference cards

Story





MONZOLOGY
illustrations boutique ®

Progression: A dynamic in which success is granularly displayed and measured through the process of completing itemized tasks.



Progress

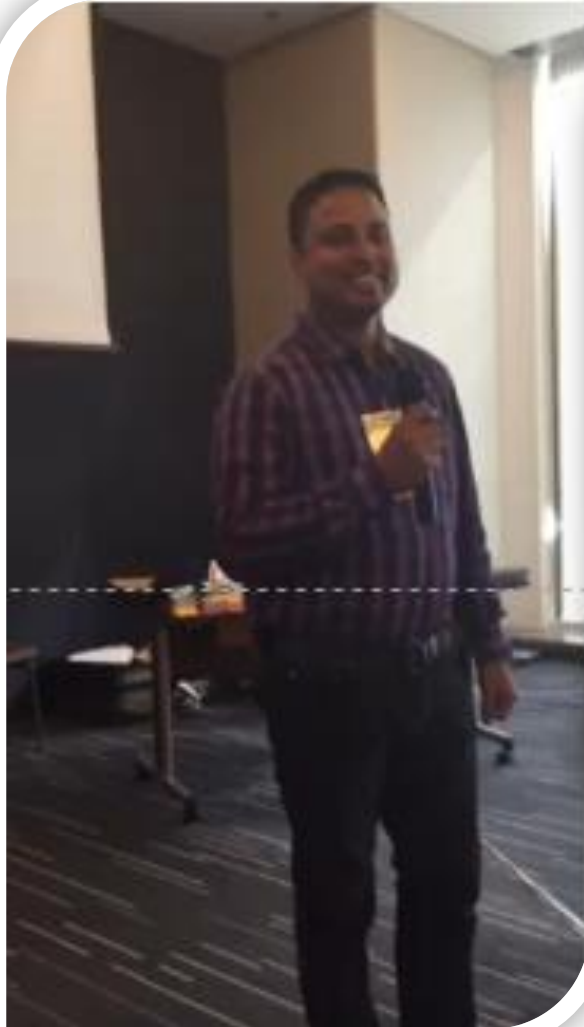


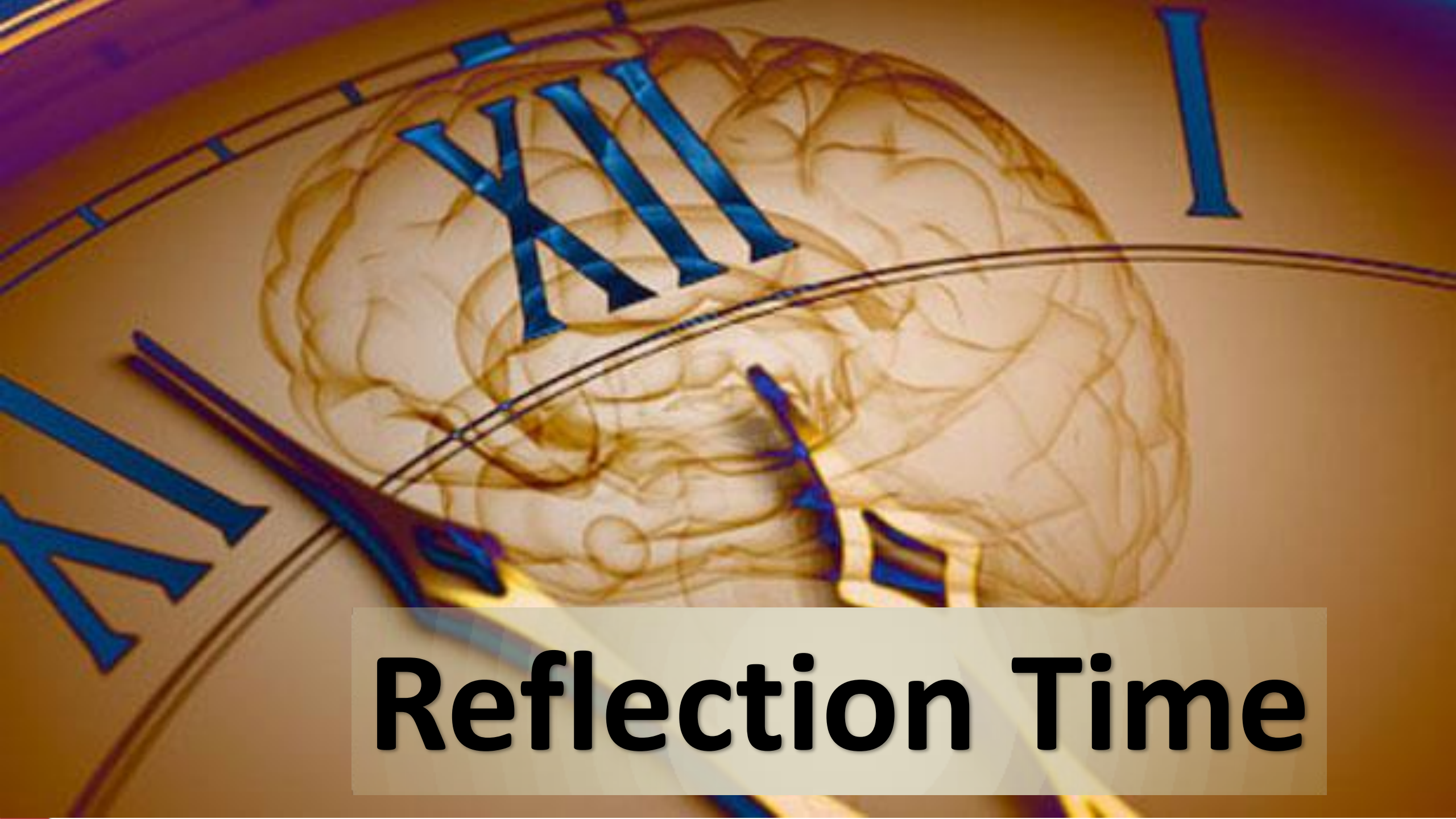
Time Pressure & Countdown



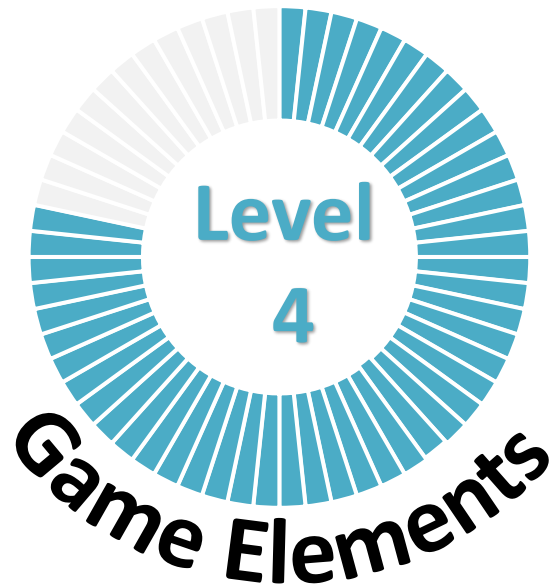
Countdown and time

pressure: players are only given a certain amount of time to do something. This will create an activity graph that causes increased initial activity increasing frenetically until time runs out, which is a forced extinction.

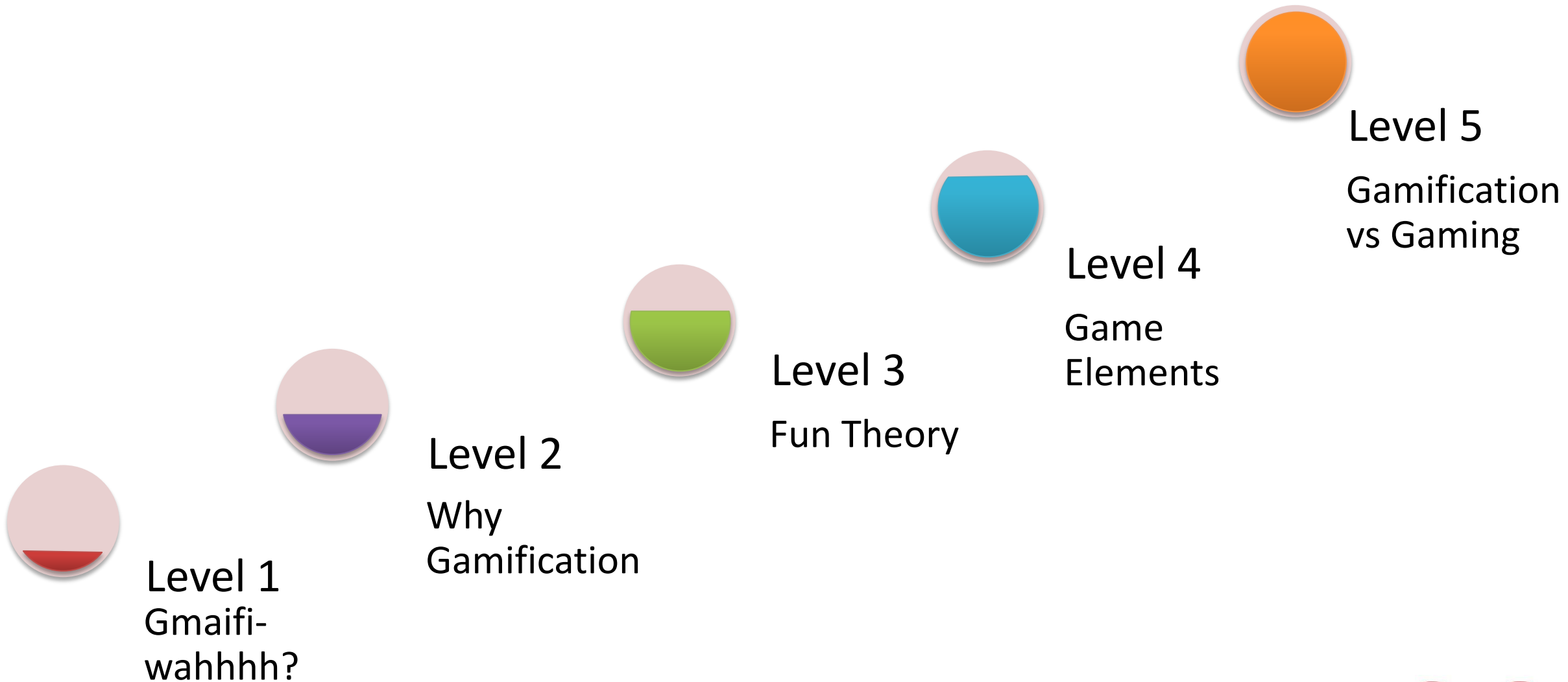


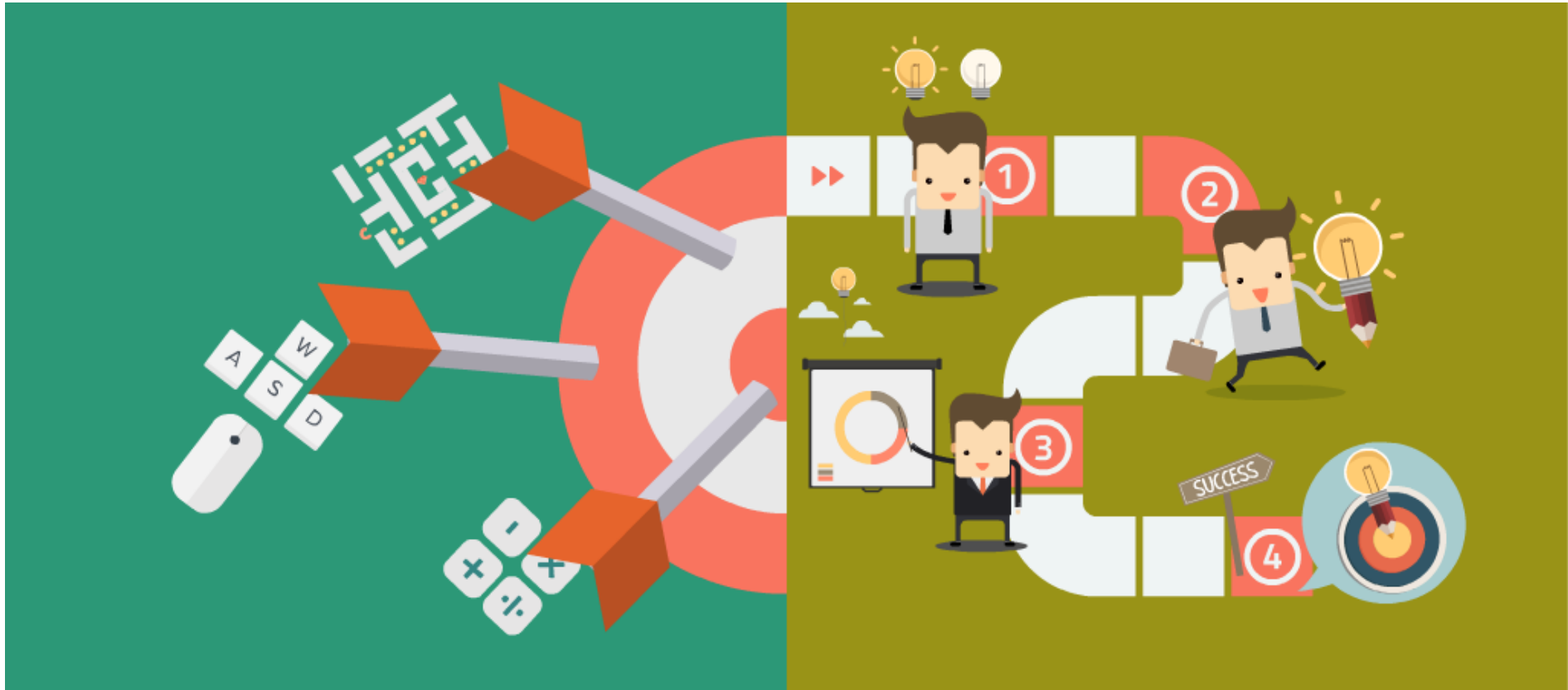


Reflection Time

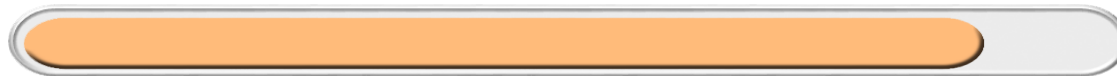


Gamification And Gaming In Coach Training Levels





Gamification Vs Gaming

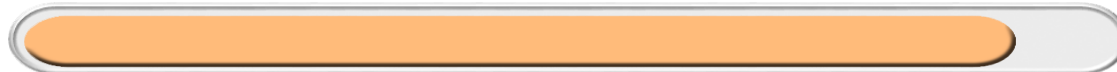




What are games?

- Karl Kapp defined gaming as:
a system in which players engage in an artificial challenge, defined by rules, that result in a quantifiable outcome.”

While Thiago had **A broader definition of games.** A game involves a group of players interacting with each other under a set of rules to overcome conflicts and achieve a specific goal. With this broader definition, we move away from traditional games to a wider variety of training activities.



As coach
trainers:

Why do we use
educational
games?



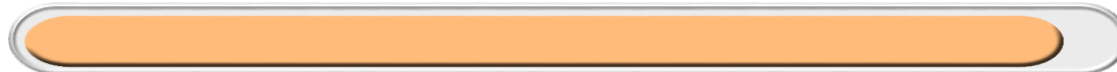
Why we play games

A good working theory for why people are motivated to play games maintains that there are four underlying reasons, which can be viewed together or separately as individual motivators:



The impactful reward of gaming

- Another group of reasons center on sheer enjoyment of experiencing the game. **Easy Fun** maintains focus with player attention rather than a winning condition.
- The **Immersion Key** awakens in the player a sense of curiosity. It entices the player to consider options and find out more. Ambiguity, incompleteness, and detail combine to create a living world.
- The sensation of **Wonder**, **Awe**, and **Mystery** can be very intense. Players using this Key play to move from one mental state to another or to fill attention with something new.



Gaming Vs. Gamification

- A **learning game (Gaming)** is **A broader definition of games**. A game involves a group of players interacting with each other under a set of rules to overcome conflicts and achieve a specific goal. With this broader definition, we move away from traditional games to a wider variety of training activities.

Gamification, on the other hand, only uses a **few game elements**. Learners don't play an entire game from start to finish; they participate in activities that include video or mobile game elements such as earning points, overcoming a challenge or receiving badges for accomplishing tasks.

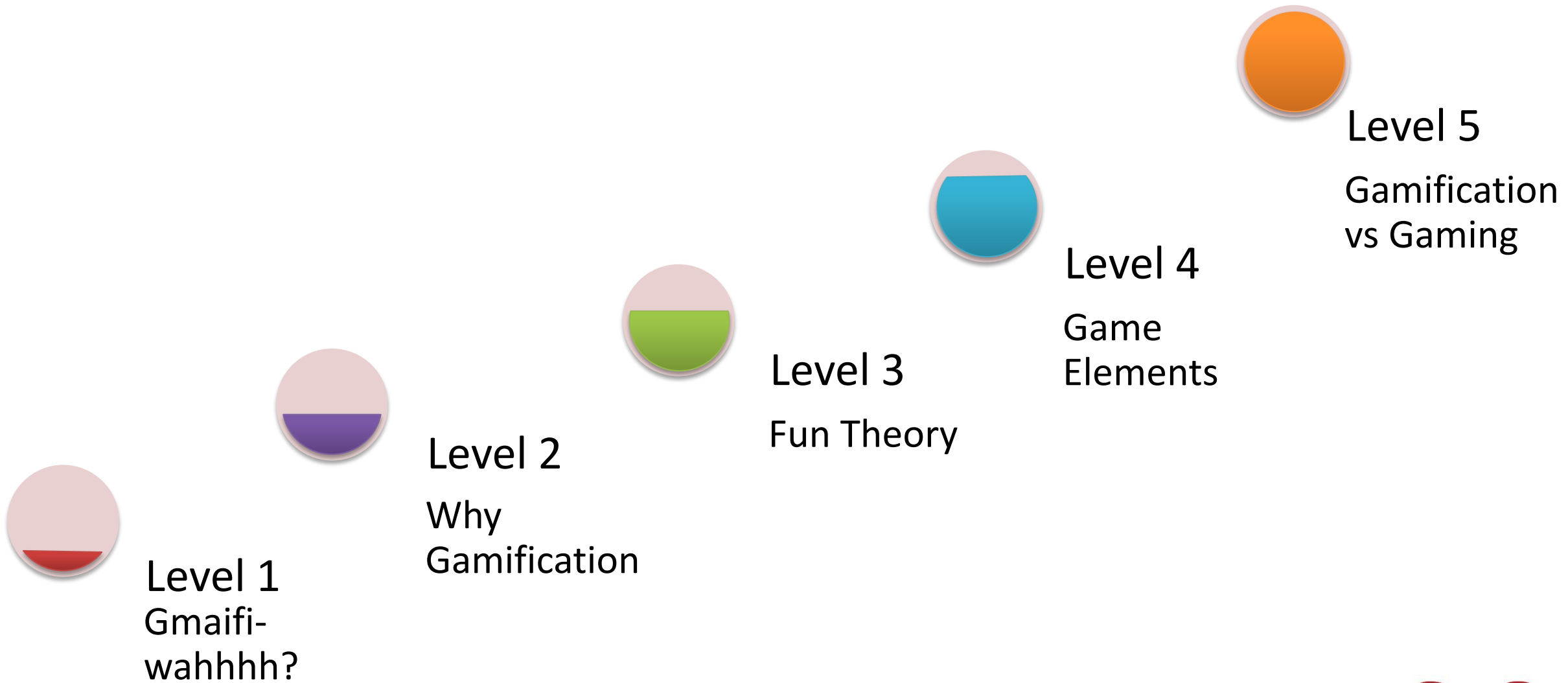




congratulations
Level Completed

100%

Gamification And Gaming In Coach Training Levels



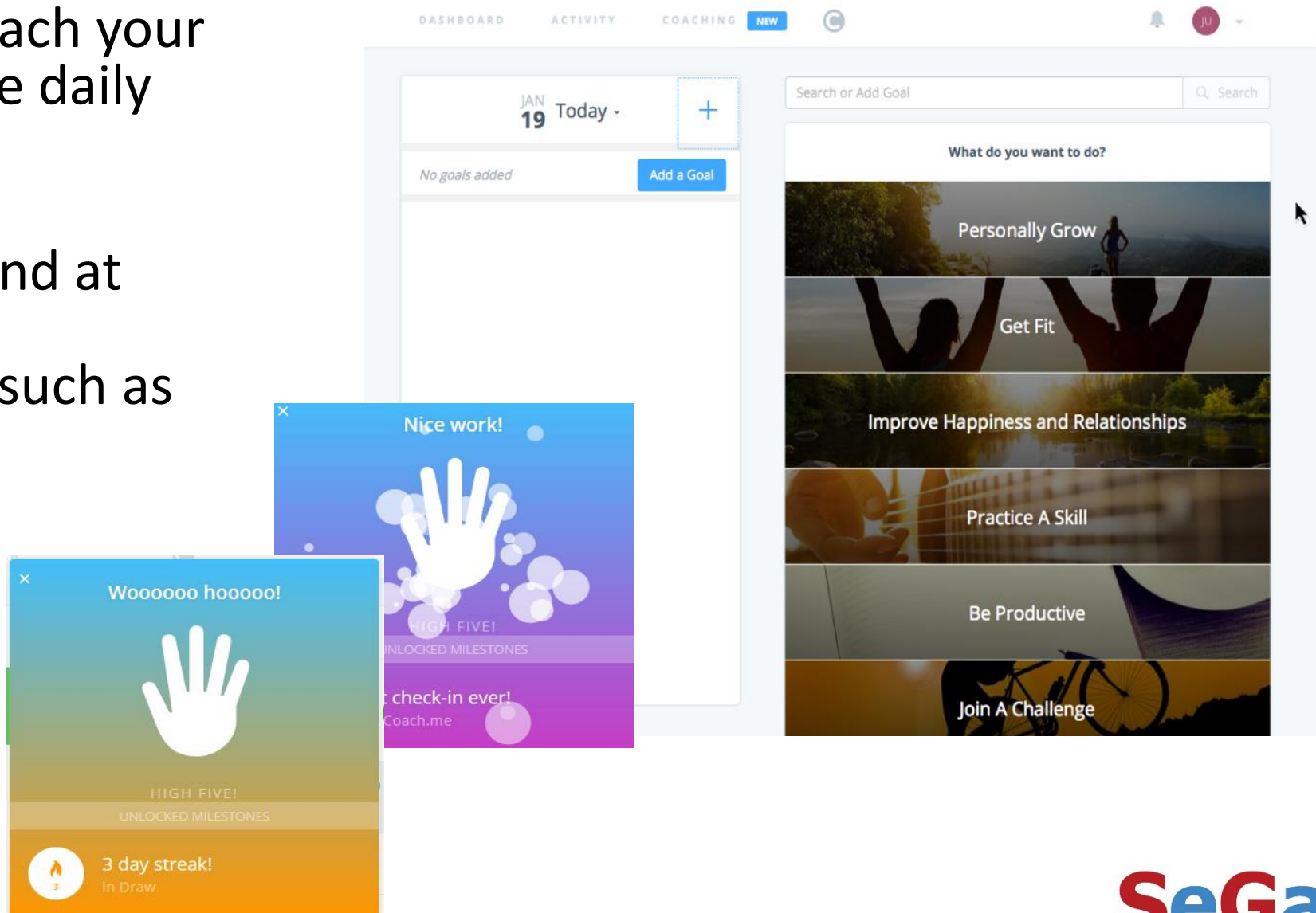
Gamified digital applications

Coach.ME

- Coach.me helps you reach your **goals** & helps you make daily **progress**.
- combines between the concepts of coaching and at the same time using gamification elements such as **Instant feedback**

Link to application

<https://www.coach.me/habit-tracker>

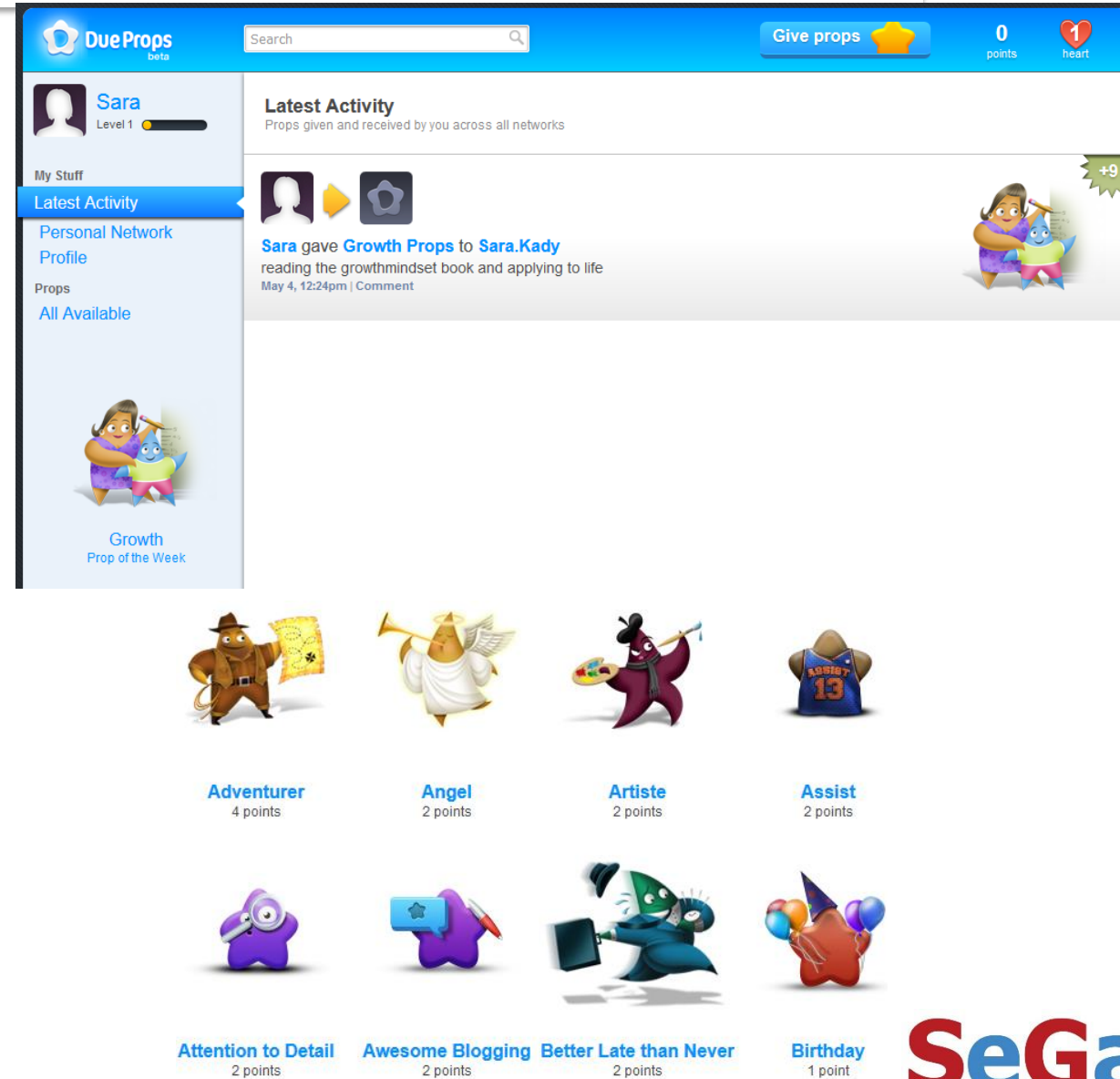


Due props

- DueProps is a **Peer Recognition** Game for Workplaces to help employees feel appreciated, more engaged and more productive through focusing on **positive feedback** and reinforcement.
- Gamification Elements
 1. *Level up*
 2. *Instant rewarding*
 3. *Avatar*
 4. *Challenges*
 5. *Leaderboards*
 6. *Karma*

Link to application

<https://dueprops.com/>

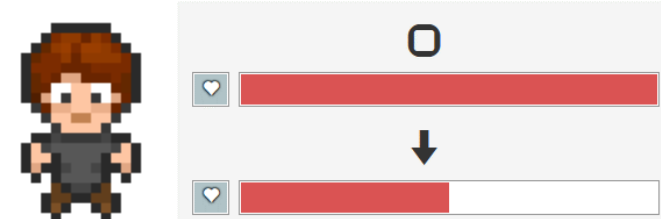
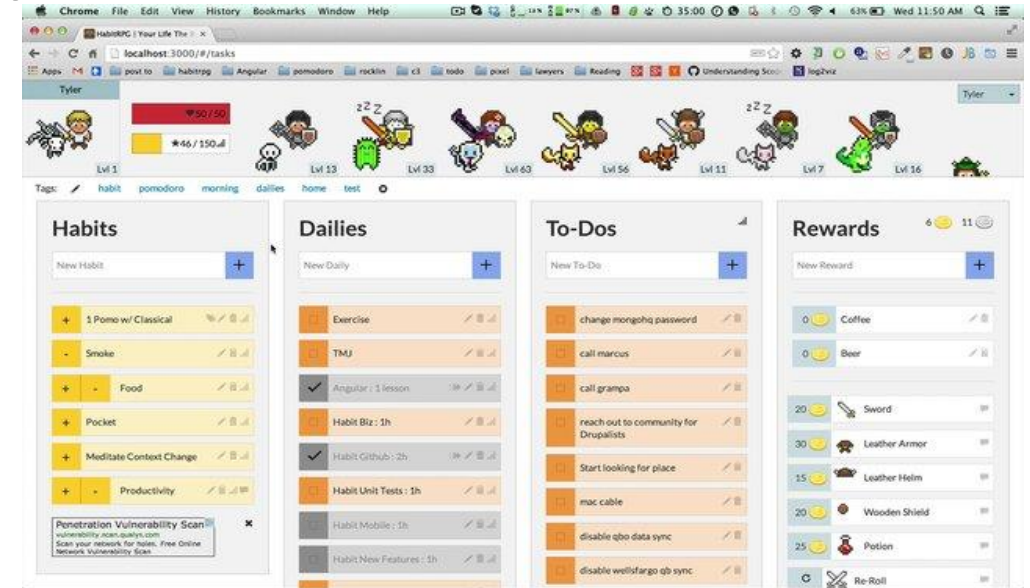


HabitRPG

- RPG = **Role Playing Game** in which players take on the roles of imaginary characters to experience imagined adventures.
- HabitRPG includes customized smart task lists to reinforce good **habits** and get things done. And those tools are wrapped in the trappings of **fantasy role-play**.
- Gamification elements:
 1. **Health bars**
 2. **Avatar**
 3. **Badge**
 4. **Collection**
 5. **Progress**
 6. **XP**
 7. **Virtual currency**
 8. **Level**
 9. **Virtual items**

Link to application

<https://habitica.com/static/front>



Gamification And Gaming In Coach Training Levels





Bonus Level!!

SeGa Case Study

SeGaTeam Experience



MaaCs



3 days training



4 runs



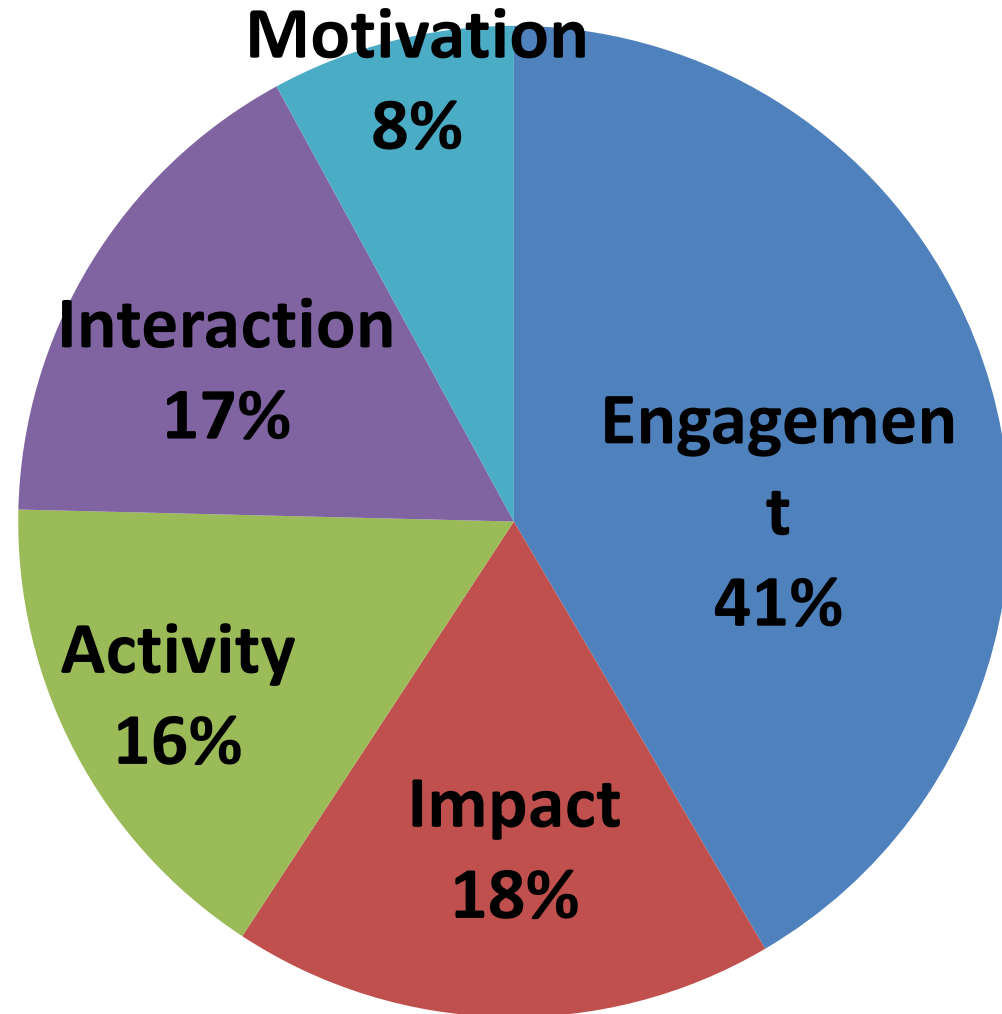
45 participants



7 Nationalities



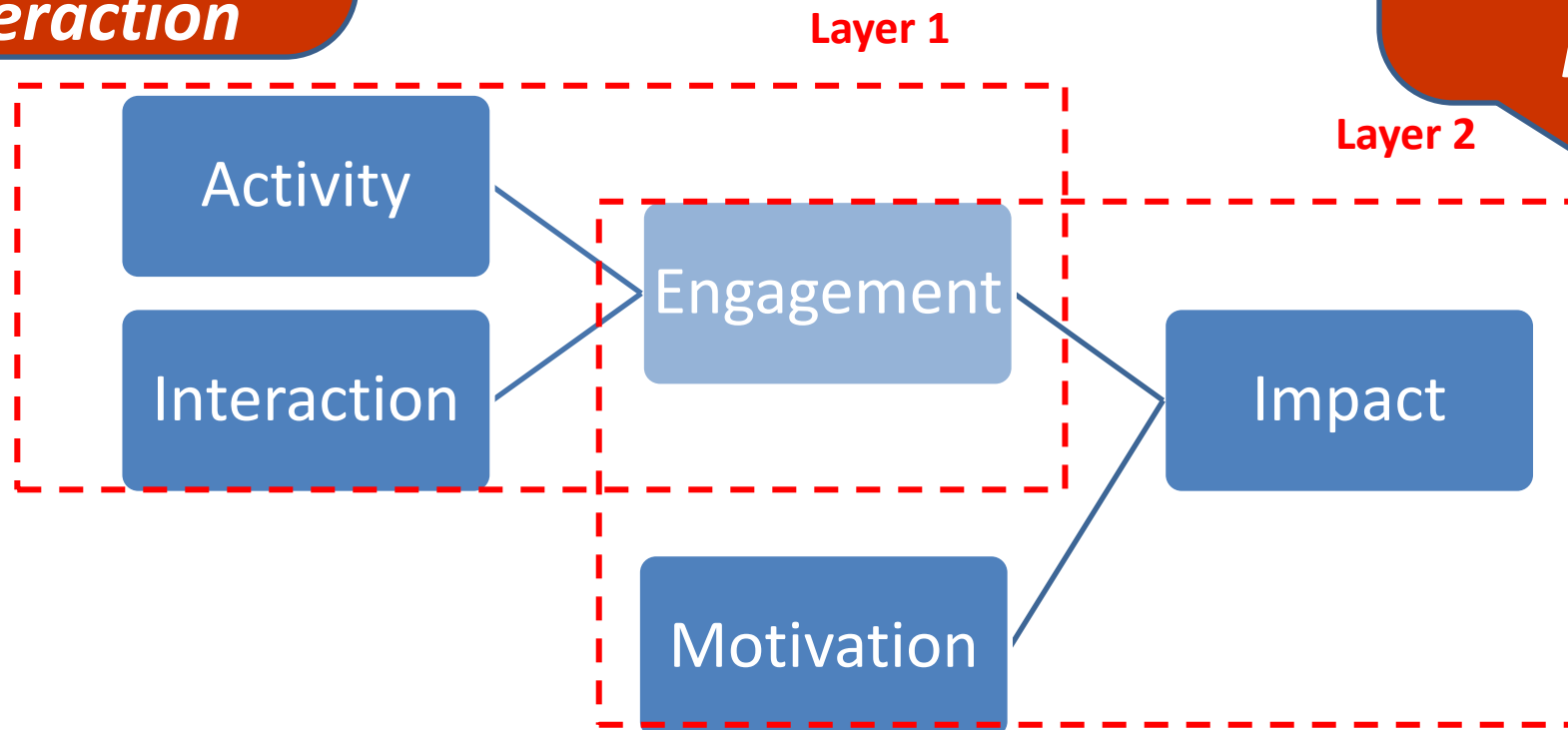
Open feedback
at the end of 3 days



MaaCs

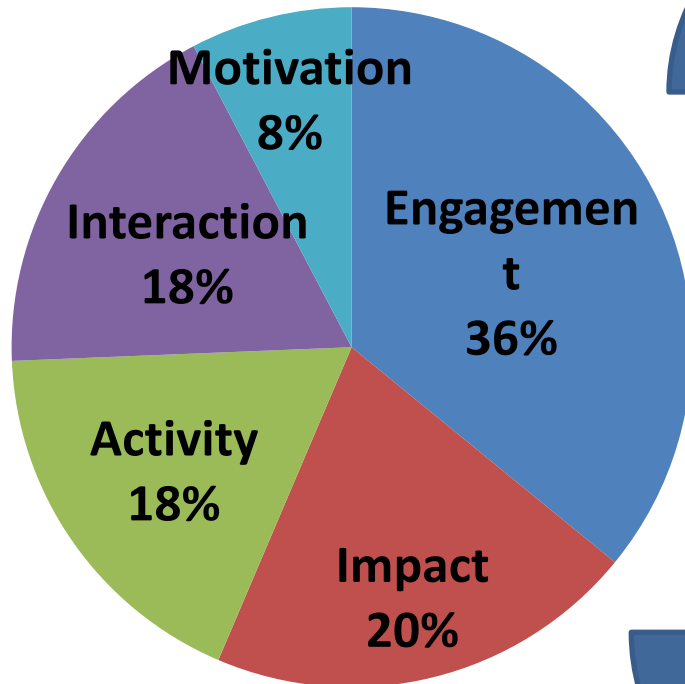
49 %
of participants'
Engagement
depends on ***Activity***
& ***Interaction***

47 %
of training ***Impact***
depends on
Engagement &
Motivation



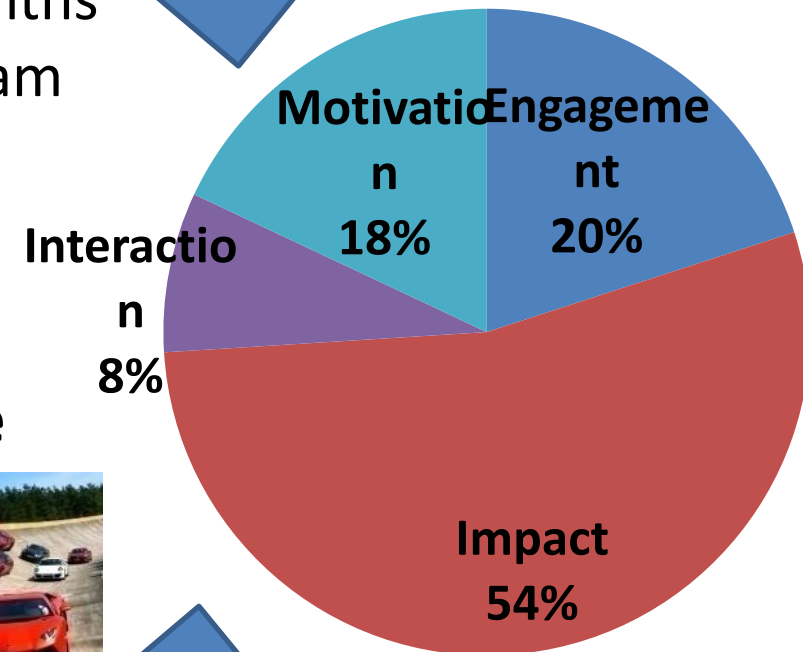
MaaC detailed case

MaaC 1 Comments Analysis (3 Days)



6 out of 8 participants completed 3 months coaching program

MaaC Comments Analysis (3 Months)



Car Race Theme

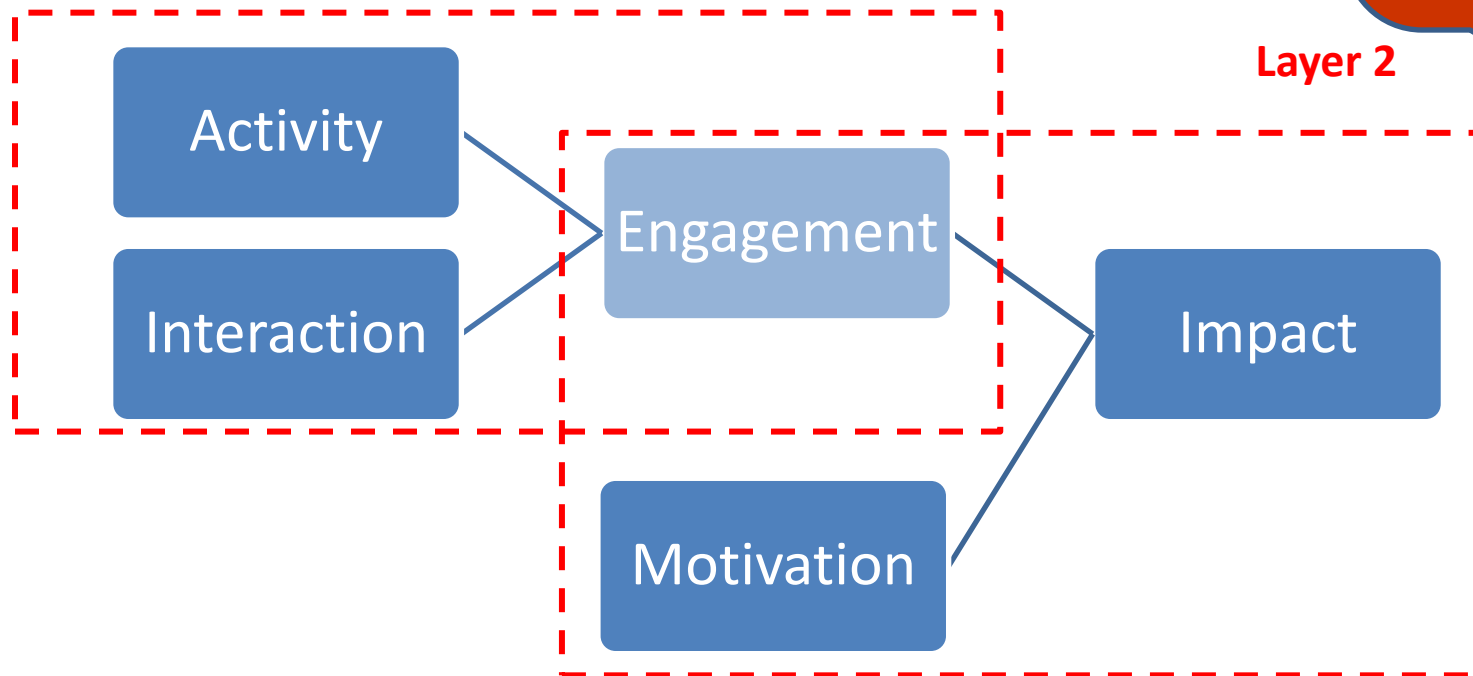


MaaC detailed case

91 %
of participants'
Engagement
depends on **Activity**
& **Interaction**

After 3 months

79 %
of training **Impact**
depends on
Engagement &
Motivation



MaaC detailed case

Direct Questionnaire
after 3 months

Rate of **“Activities”**
during 3 days

86%

Rate of **“Coaching
Impact”**
during 3 months

78%

Rate of **“car race
theme”**
during 3 months

81%



hank



ou!