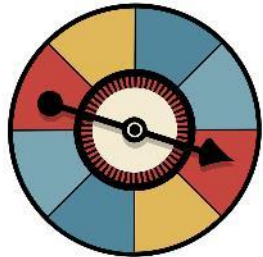


February 1, 2022

# THE FUTURE OF GAMIFICATION

Boost Learning  
and Performance





**GAMIFICATION  
ACADEMY**



## Meet Monica Cornetti



Monica Cornetti works with individuals and organizations who want to learn how to think playfully to achieve uncommon results.

A gamification speaker and designer, Monica was repeatedly rated #1 among the “Gamification Gurus Power 100” by RISE from 2015-2020, and this year was recognized as **#1 in the Most Influential Women in Gamification** who have created a legitimate impact in the gamification industry.

Monica is the President of Sententia, Inc. and leads the company’s education and design projects at Sententia Gamification. She is also the Gamemaster of GamiCon (the annual international conference for the gamification of learning) and Head of Faculty at the Gamification Academy.

She is the author of the books *Lipstick Lessons*, *What Were You Thinking?*, *Totally Awesome Training Activities Guide: Put Gamification to Work for You*, and co-author of *Deliberate Fun: A Purposeful Application of Game Mechanics to Learning Experiences*.

She is a graduate of Seton Hill with a BA in psychology, and The University of Houston-Victoria where she earned a Masters Degree in Economic Development and Entrepreneurship.

Monica is hired for her skill as a gamification speaker and strategist and is considered at the top of her field in gamification design for corporate training and adult education.

When she is not busy changing learning with gamification, Monica can be found “researching” gameplay with her grandchildren.

# Imagine...

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- If everyone in your workplace was a little more playful and a little more delighted?
- What kind of psychological, physiological, and productivity impact would this have?





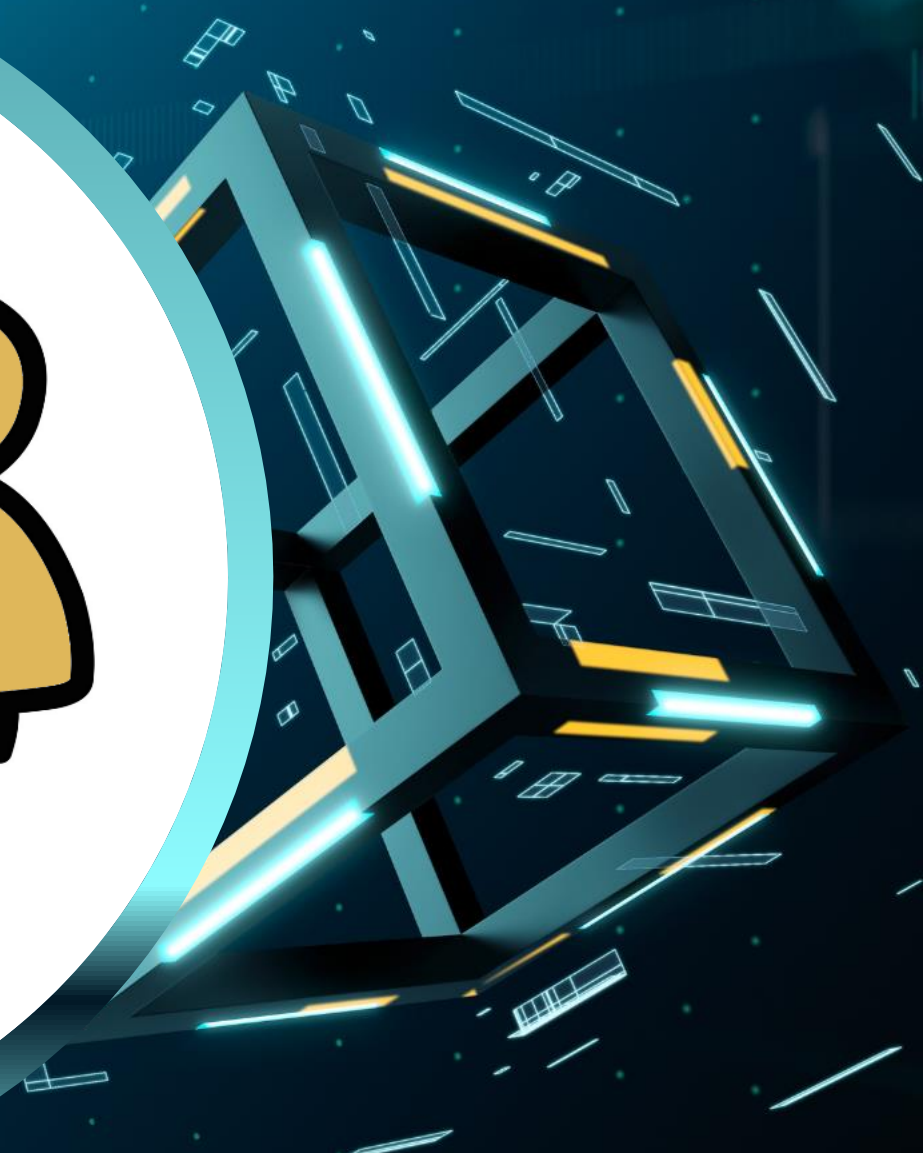
STATE OF THE WORKFORCE

# GREAT RESIGNATION



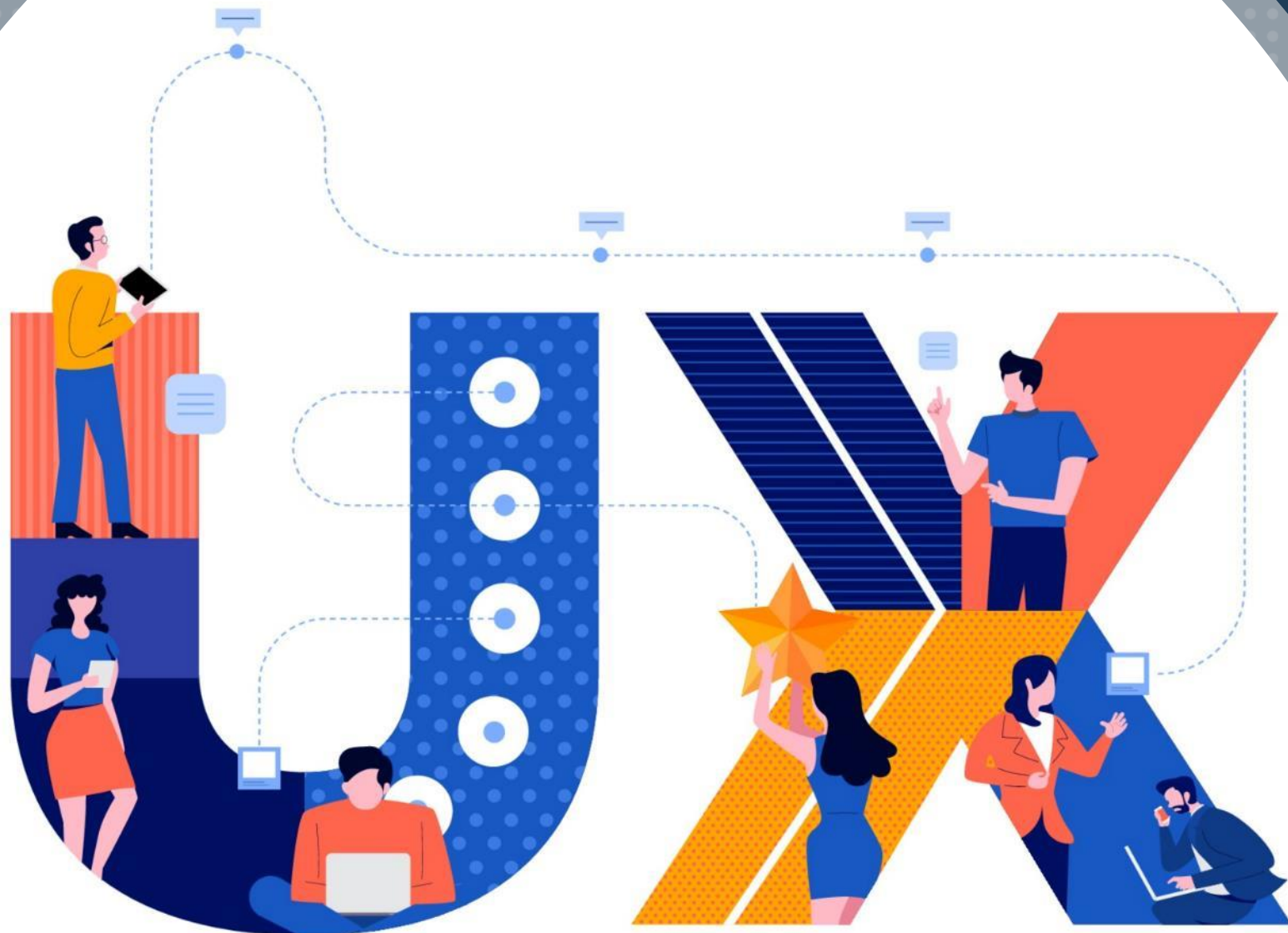












# INTERNET OF THINGS



How can we use gamification to engage employees?

To help our team to be successful in their work?

To achieve great things in our organizations?



# Gamification

Gamification is NOT designing or playing games.

It is the process of applying game elements, game mechanics, and game thinking in a non-game context to solve real world problems.





**80%**

US workers who believe game-based learning is more engaging



**60%**

Increase in employee engagement as a result of gamification training features



**50%**

Improved productivity because of gamification training features



31-YD ATTEMPT



CIN 24



KC

24

OT

9:29

4

3RD & 11









FOR THE LAUNCH OF  
**SKYFALL**  
*007*

**WE GAVE AWAY EXCLUSIVE TICKETS!**



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# 16 CORE DRIVES





**CONNECT  
ENGAGEMENT  
DIRECTLY TO  
COMPANY GOALS**



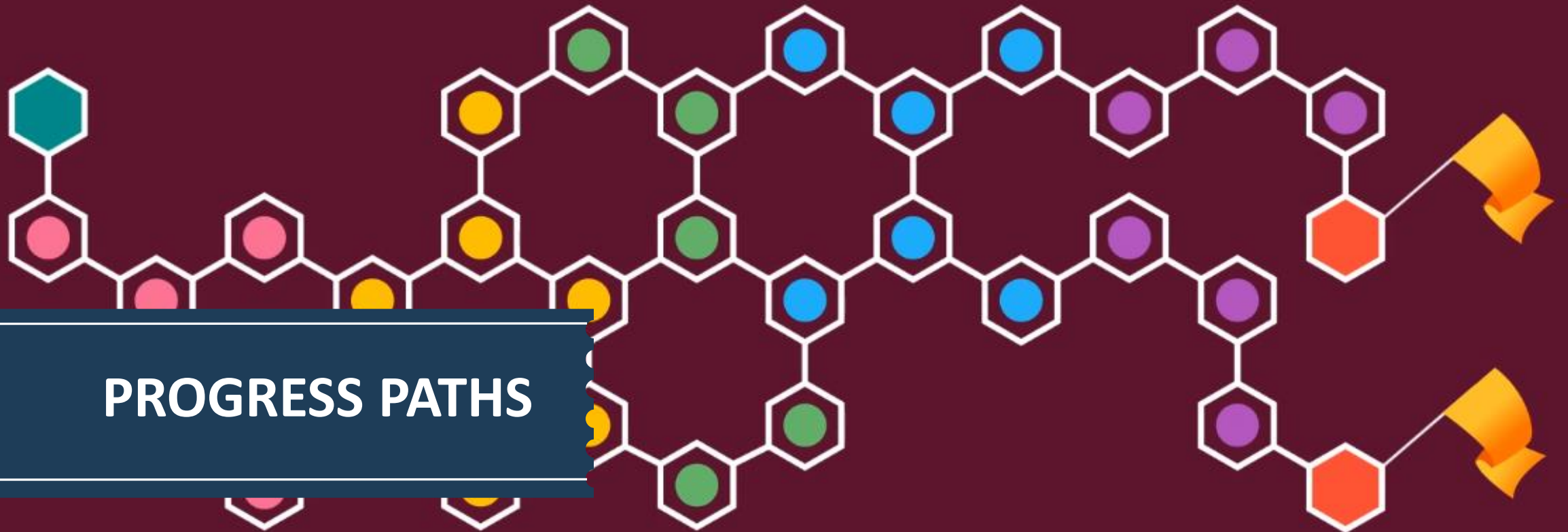


# FORTNITE

350 MILLION  
MONTHLY ACTIVE PLAYERS



# ATOMIC POWER



**PROGRESS PATHS**



Lv 1  
PLAYER



HAVE EARNED

Lv 5  
PLAYER



JOURNEY LEFT

Lv 9  
PLAYER



RESOURCES

ACTIVITIES



AVAILABLE REWARDS



Journey  
HALFWAY

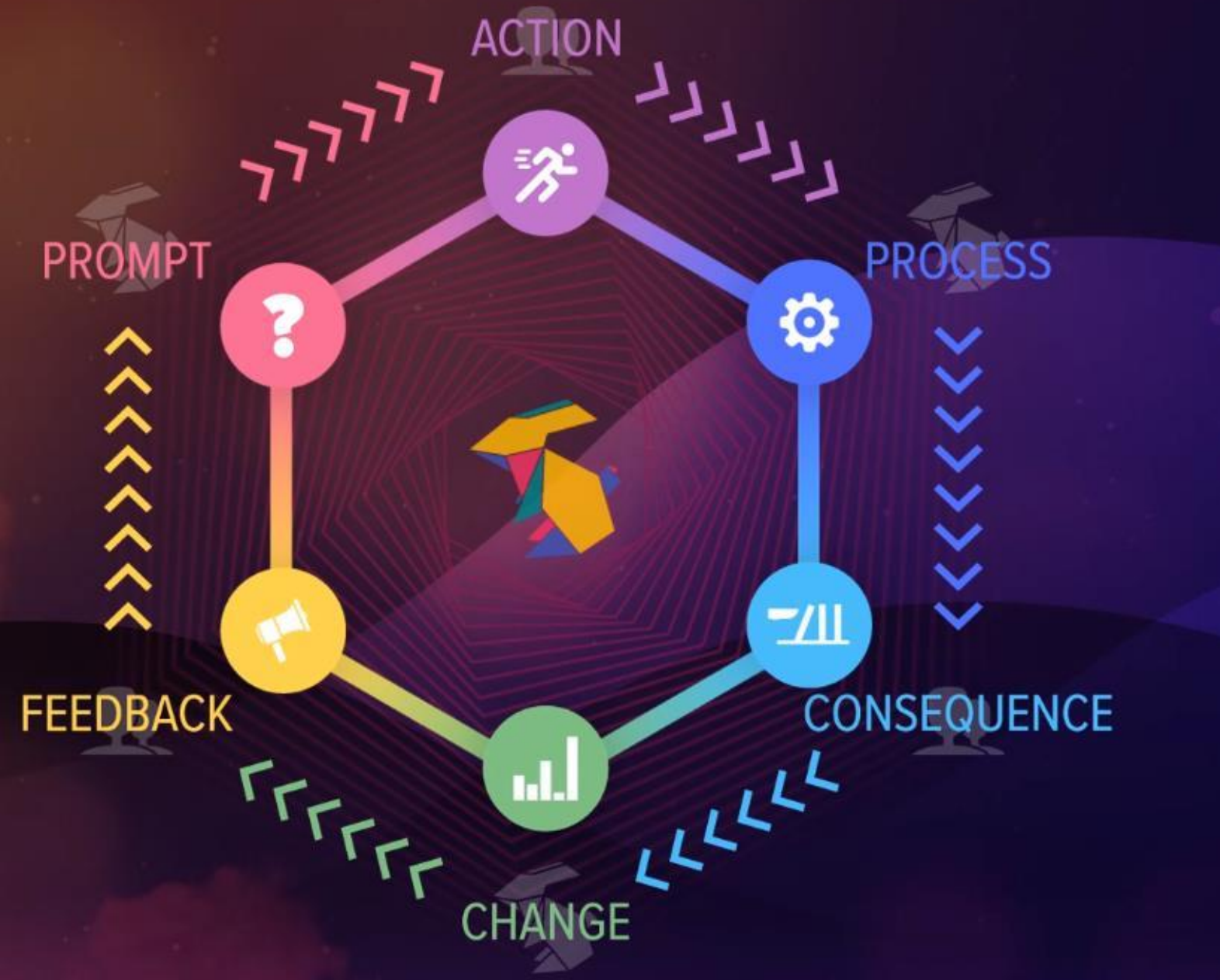
FEEDBACK AND REWARDS



# SOCIAL CONNECTION

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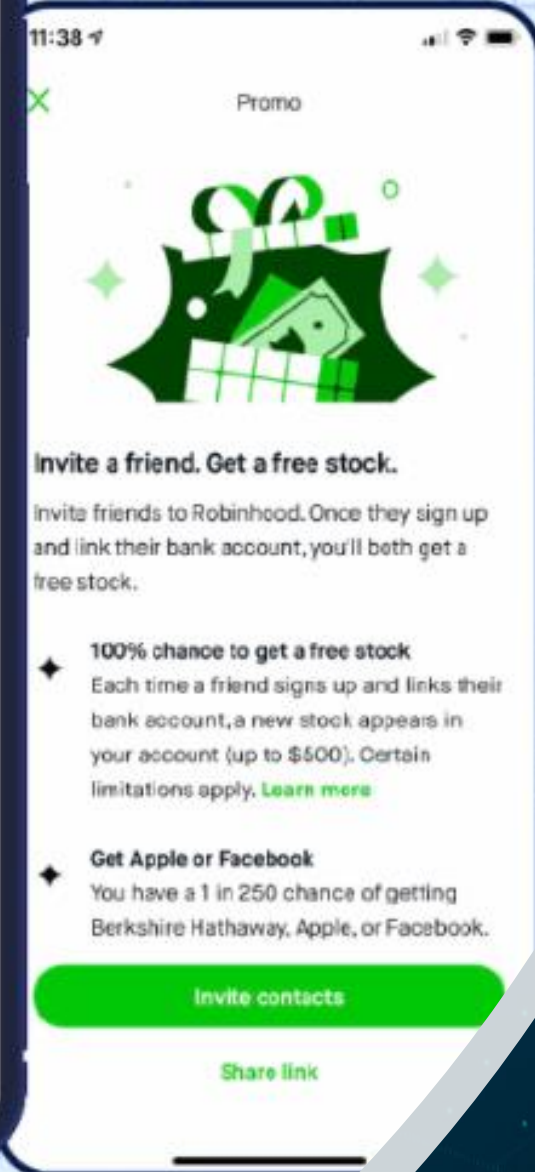




# USER EXPERIENCE







ROBINHOOD

# SESAME CREDIT





SCORE: 350

DIFFICULTY: **HARD**

BRONZE SILVER GOLD

# MARATHON MASTER

PLAYER PROFILE: **PATRICK** LEVEL 30  
**598** Km TOTAL

## ACHIEVEMENTS:



NOVICE JOGGER



50KM AWARD



GOOD PACE



LAP BREAKER



OVER ACHIEVER



JOGGERNAUT

**ALL LEVELS COMPLETE!**

# How Gamification And IoT Work Together

Mostly, gamification is used to push behavioral changes.





9:41

Today - 9:35am

### Monday Morning Run

# 3.12

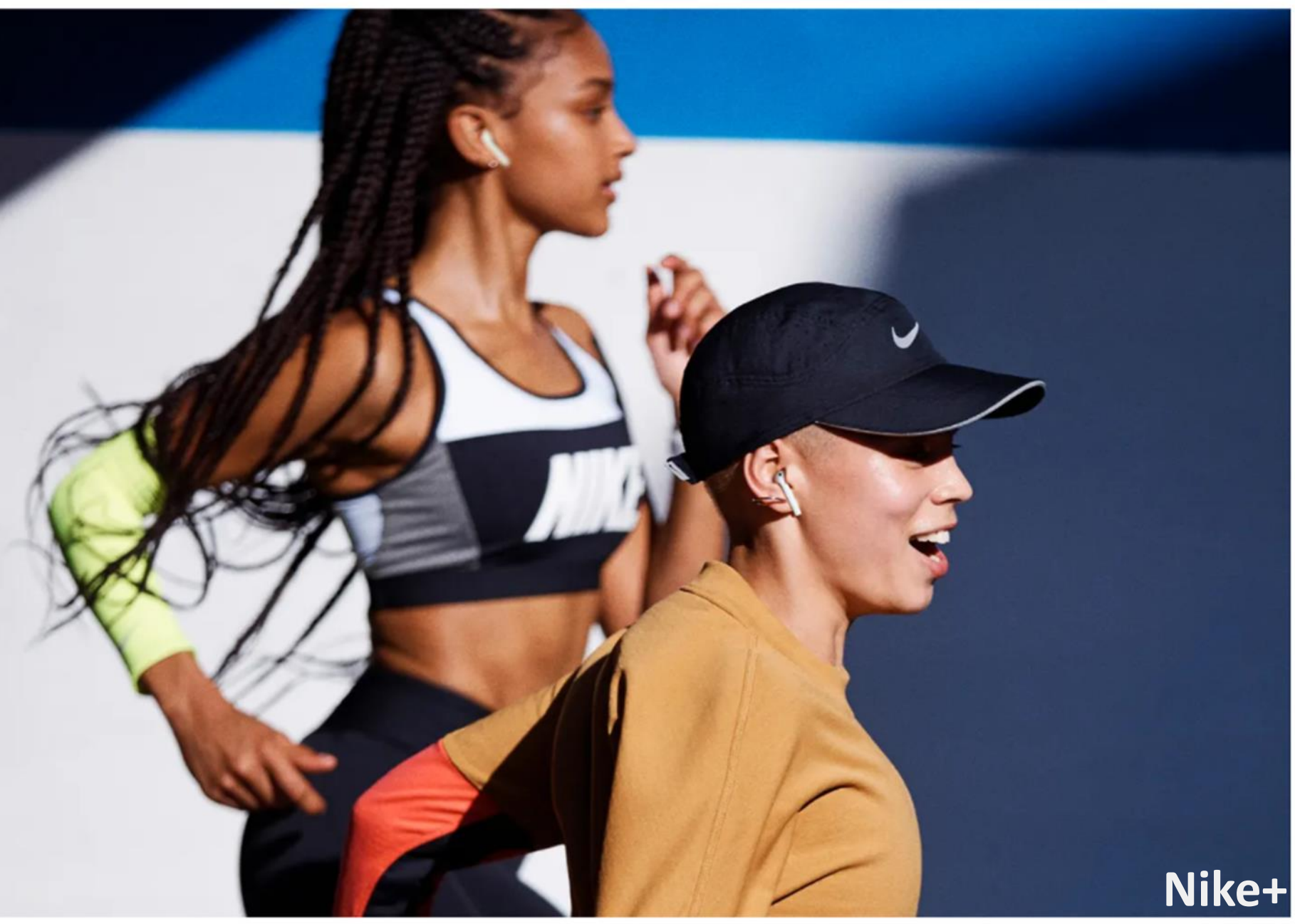
Miles

<b>8'21"</b> Avg. Pace	<b>23:29</b> Time	<b>442</b> Calories
<b>56 ft</b> Elevation Gain	<b>159</b> Avg. Heart Rate	<b>167</b> Cadence

Brooklyn, NY

3 mi


1 mi



Nike+



9:41 📶 🔋



### January Weekly Challenge

4 days left

2.8 / 3.1 mi 5K

---

Place 525 / 12,024

---

[View Leaderboard](#) >

---

#### Challenge Details

Push yourself with a Weekly Challenge. Run 3.1 miles this week and you'll score a unique finisher Achievement.





**well done!**  
Your Tree is **growing!**



 **charged**

**Your action**  
saved energy!

you get **10p.**  
if you switch off your **PC!**



scan here



charged

**SCAN HERE**









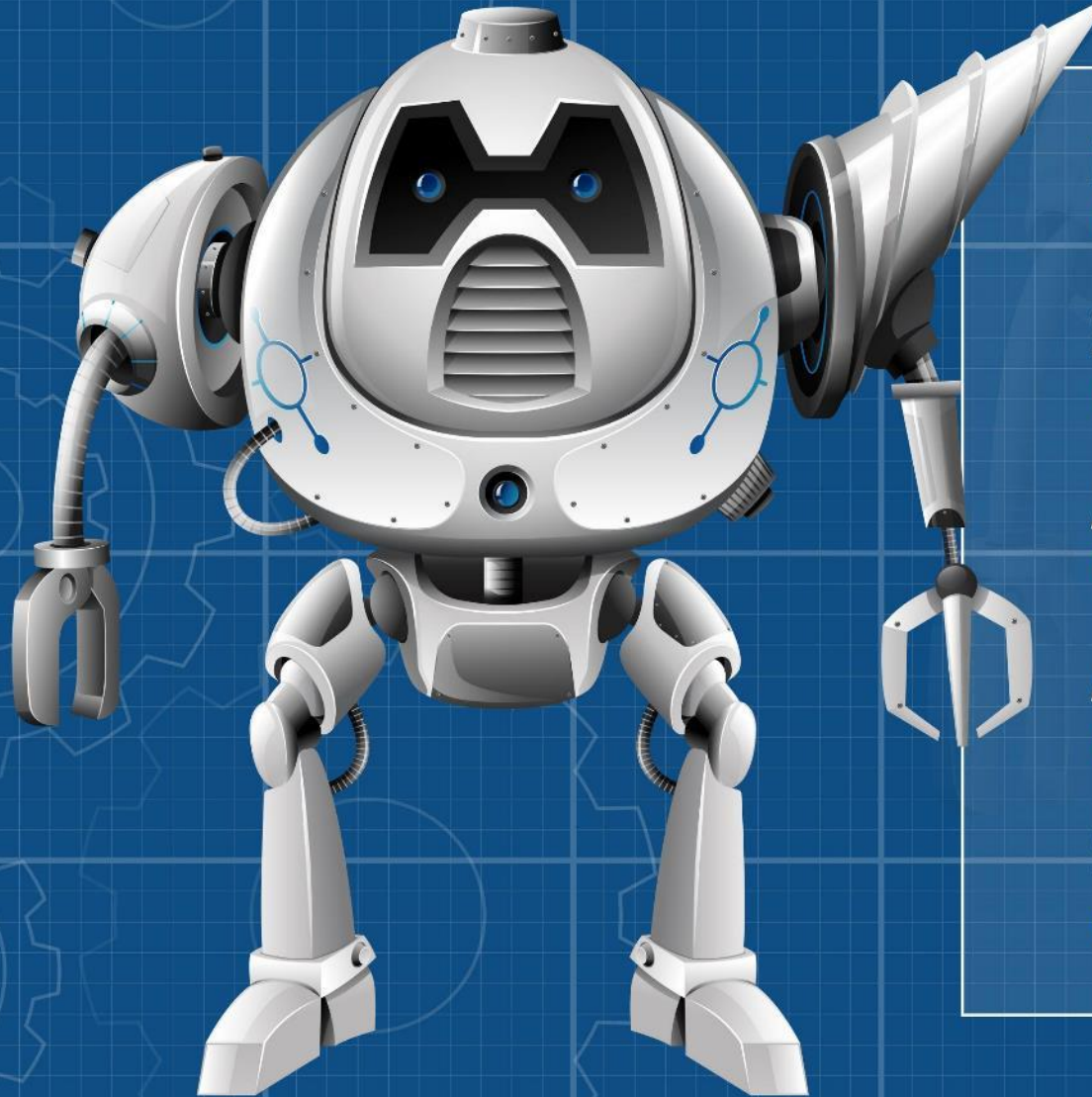
# GAMIFICATION IN THE WORKPLACE



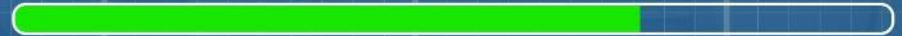
**Increase Adoption • Promote Retention • Boost Performance**



# ROBOT WARS



POWER



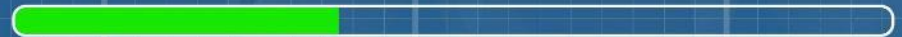
SPEED



ATTACK



ARMOR



SPECIAL



Duolingo, is an online gamification interface that allows a person to learn or enhance their understanding of a language.

The screenshot shows the Duolingo mobile app interface. At the top, there's a navigation bar with 'duolingo' logo and tabs for 'Home', 'Words', 'Activity', 'Discussion', and 'Immersion'. The user's profile 'meem\_sap' is visible with a language icon (Spanish), a fire icon with '2', a red shield icon with '32', and a bell icon. Below the navigation bar, there's a notification: 'in place for one full day of inactivity.' The main content area is divided into two columns. The left column features a 'Double or Nothing' challenge with a calendar icon showing '7' and a 'Get for: 5' button. Below this is a 'PRACTICE' section with 'Timed Practice' (equipped) and 'Spanish Progress Quiz' (Get for: 25). At the bottom of this column is 'BONUS SKILLS' with '3 slots open' and 'Idioms and Proverbs' (Get for: 30). The right column features a 'Daily Goal' section with a green owl icon and the text 'Keep up the good work!'. It shows a progress indicator '28/20 xp goal met' and a '2 day streak' with '13 hours left'. Below this is a line graph showing progress over the week (Th, F, Sa, Su, M, Tu, W). At the bottom of the right column is a 'Strengthen skills' button.

The screenshot shows the Duolingo app listing on the Google Play Store. At the top, there's a back arrow, the Duolingo logo, and a search icon. Below the logo, the app name 'Duolingo: Learn Languages Free' is displayed, along with the developer 'Duolingo', a '3+' age rating, and '8.5 MB' size. A green 'INSTALL' button is prominent. Below the button, it says 'Contains ads • In-app purchases'. The app is ranked '#9 Top Grossing Education'. At the bottom, there are several badges: '100 MILLION Downloads', '4.7' rating with 6,077,748 reviews, 'Family Friendly' (star icon), 'Education' (graduation cap icon), and 'Editor's Choice' (trophy icon). At the very bottom, there's a description: 'Learn English, Spanish, French, German, Italian and more languages for free.'

# FANTASTIC PLACES, UNHUMAN HUMANS



It w  
ago,  
In  
Tha  
whom  
By  
nd t  
ect

# Chore Wars



Finally, you can claim experience points for housework.

Recruit a party of adventurers from your household or office, and whenever one of you completes a chore, you can log it and claim XP.

[Find out more.](#)

Username:

Password:

Login

# THANK YOU

Monica Cornetti  
Chief Engagement Officer  
[www.SententiaGamification.com](http://www.SententiaGamification.com)

Connect With Us On Social Media

