

ANGRY KM'ERS



AND HOW TO MAKE THEM HAPPY ... USING GAMIFICATION



EARN EGGS!



REDEEM FOR
REAL PRIZES

READY



POACHED EGGS

★ 3/189 ✎ 0/63

WHAT IS GAMIFICATION? WHY IS IT RELEVANT?



What is gamification?

It's about learning from games to engage people and solve problems.



Amazon Reviews



Loyalty Programs



LinkedIn

Gamification Lite

Selective use of mechanics

Gamification+

Overt, ubiquitous use of mechanics



Foursquare



Zombies, Run!



America's army

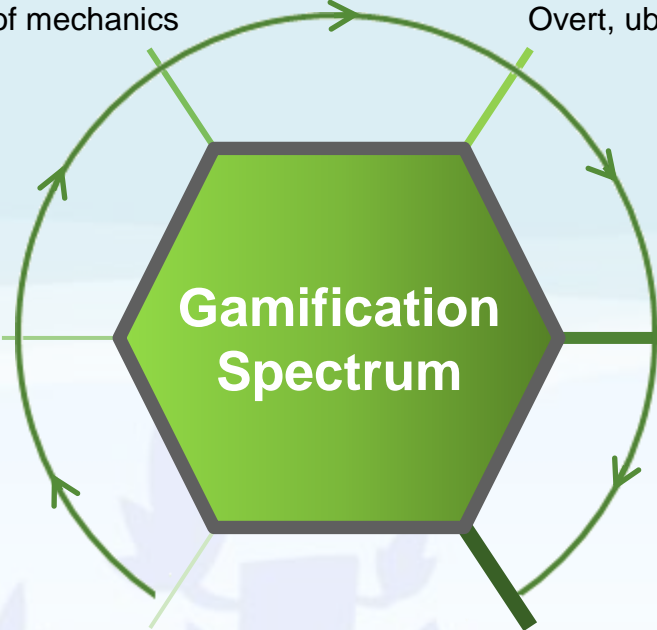
Gamification Spectrum

Pre-gamification
Use of behavioral economics common to games/gamification

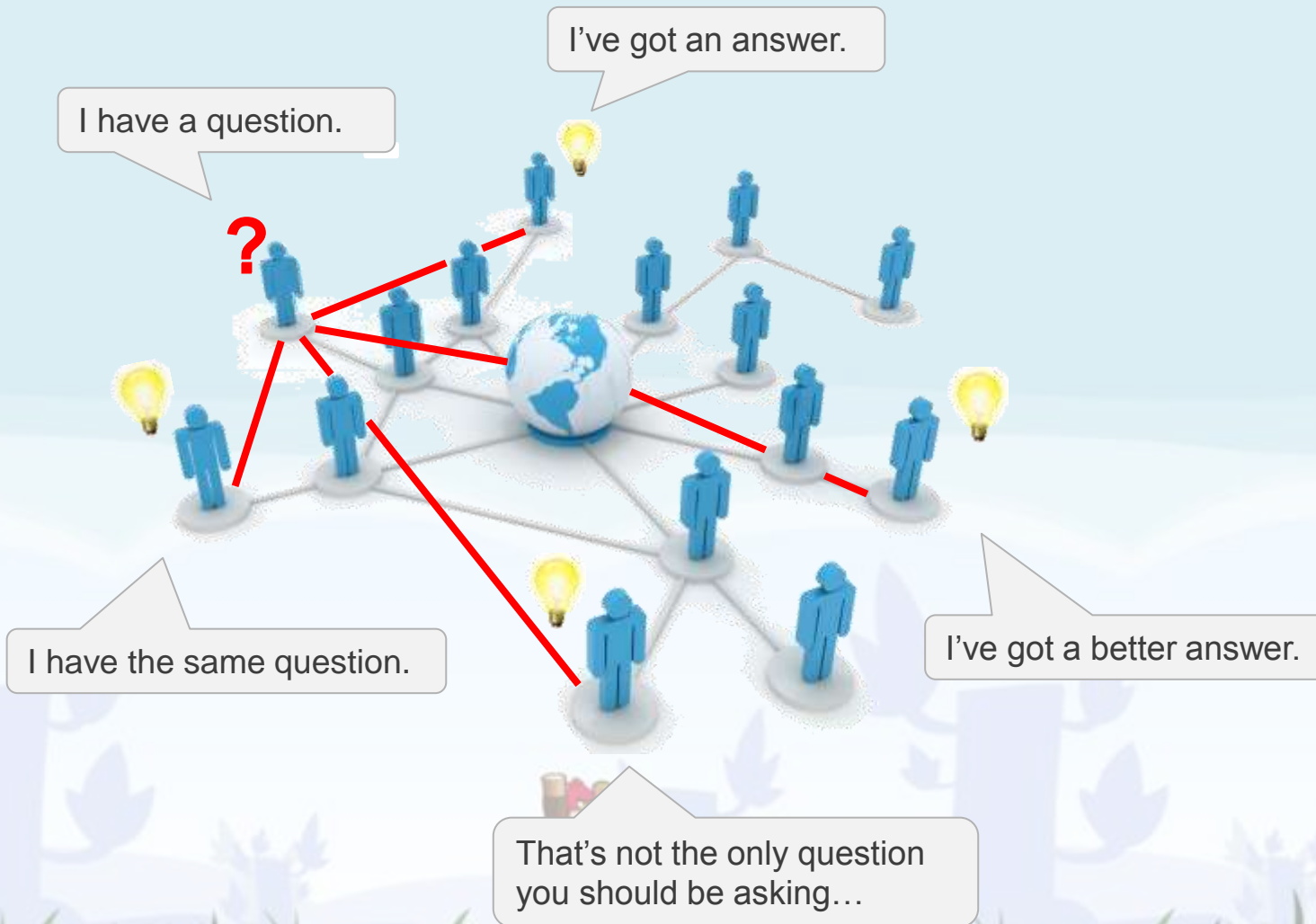
Game-like
Feels like a game

Not a game
Subtle, almost imperceptible

A Game
Simulations, Serious games



People are stuck in their old habits.



Personal network



Global network

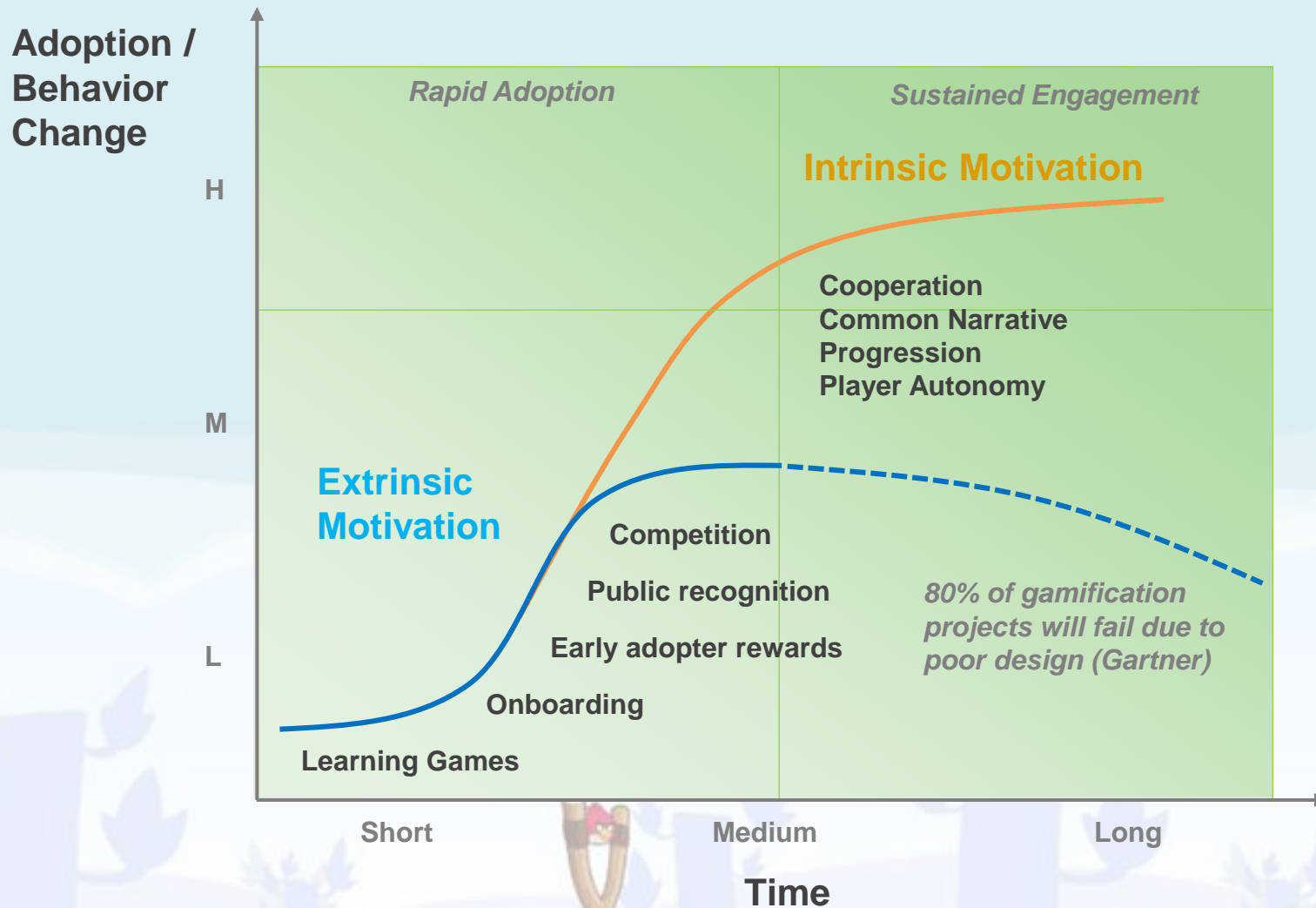
This is a behavior problem.



Accenture places gamification within the proper context of a larger behavior change framework*.

*Builds on Accenture Tech Labs' [behavior shaping research](#).

Sustained Behavior Change



Sustained behavior change is not just about points and badges, it's about tapping into people's intrinsic motivations.

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HOW DO YOU APPLY GAMIFICATION?



Intrinsic and Extrinsic Motivation

PURPOSE

WE MUST SAVE OUR
UNBORN CHICKS!

STATUS / ACCESS

I WILL RULE THE ROOST AND
GET TO MEET BIG BIRD!

MASTERY

IT'S FUN TO GET REALLY GOOD
AT CRUSHING PIG FORTS.



POWER

I WANT TO UNLOCK STONE-
CRUSHING ABILITIES!

AUTONOMY

STAR WARS OR RIO?



STUFF

RED BIRD PROMISED ME A
BIG BONUS AT LEVEL 50.

Intrinsic Motivation: Mastery

Developing People Is our Business

Leading Self, Leading Others, Leading the Business



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[30 Day Challenge](#)

[Being A Sunbeam – the book](#)

[Developing Teams Is Our Business](#)

[Coaching Challenge](#)

[Coaching in Action](#)

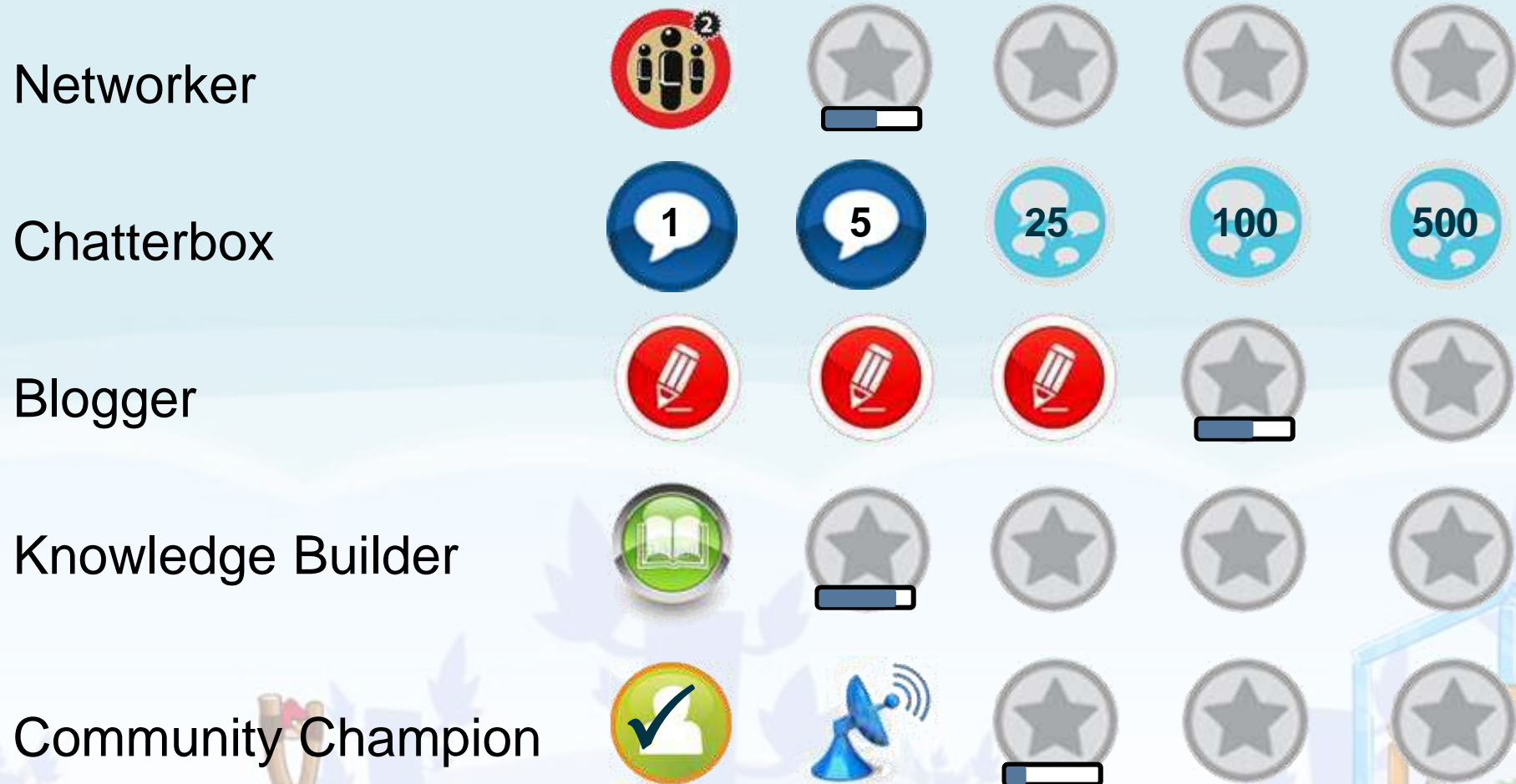
[High Performance Learner Challenge](#)

[Supervisory Conversation Starters](#)

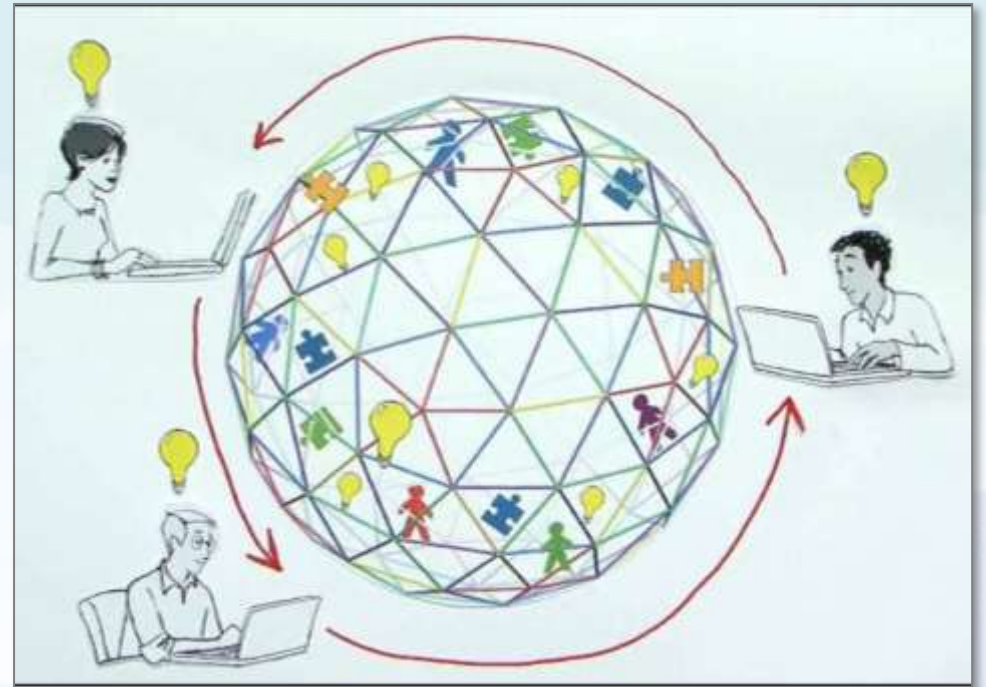
[More useful resources](#)

[My comments policy](#)

Intrinsic Motivation: Autonomy



Intrinsic Motivation: Purpose



Extrinsic Motivation: Points, Badges, Leadersboards

Thomas Hsu

Knowledge Score 190 (99%ile)

Addo Agnitio Award (A3) recipient

Addo Agnitio Award Honorable Mention

Your **KX** contributions: 9
Downloads of your contributions: 925

Your **blogs**: 4
View of your blogs: 481 **TOP 100**
Number of comments on your blogs: 37 **TOP 100**

Your **microblogs**: 180 **TOP 100**
Responses to your microblogs: 107 **TOP 100**
Questions you answered: 38 **TOP 100**

Profile Complete: [Update](#)
Subscribed to Email Digest:
Join Communities: [Find Communities](#)

[Email Results to Career Counselor](#)

...visibility into their impact

LEADERBOARD (updated 1 hour ago)

[Managers](#) | [My Communities](#) | [Workforce](#) | [Colleagues](#) | [GU](#) | [Global](#)

[▲ Scroll up the list](#) [See the top scores](#)

	Priya Banks	203 (100%)	Compare
	Steve Kurry	132 (99%)	Compare
	Tom Bargnani	74 (69%)	Compare
	Thomas Hsu	42 (38%)	
	Steve Bertans	32 (26%)	Compare
	Stacie Brewer	32 (26%)	Compare
	Sue Bass	10 (24%)	Compare

[▼ Scroll down the list](#)

Hint
If you [subscribe](#) to the email digest, you will


- Jump 76,423 spots in the global leaderboard
- Earn the Connected Badge
- Level up

...visibility into how they compare


Extrinsic Motivation: Performance Management

accenture **myPerformance**
High performance. Delivered.

Feedback for:
Thomas Hsu



Feedback from:
Sean Collins
Chief Strategy Officer



Performance management feedback

At Accenture, social learning through collaboration and knowledge sharing enables us to cultivate our greatest asset: our people.

Thomas is one of our top performers at Accenture, and is leading the way we learn and develop by utilizing our formal collaboration and knowledge-sharing resources. Thomas was recognized for being among the top 50 individuals across the firm during FY12 for engaging in activities associated with:

- **CONNECTING** to the right people and content
- **CONTRIBUTING** their knowledge and experience
- **CULTIVATING** the ideas and insights of others

My personal thanks to Thomas for helping us, through collaboration and sharing, to bring the very best of Accenture to our clients every day and for epitomizing our core value of 'One Global Network'.

Formally measuring and recognizing people for collaborative behaviors.

Extrinsic Motivation: Existing Recognition Programs

accenture **Recognition & Awards** Log Out

High performance. Delivered. Home My Account My Budget My Tools Rewards Help/FAQ Contact Us

Search [Advanced Search](#)

Thomas A Hsu
Notifications: 5

Recognize Someone Today! [Advanced Search](#)

My Notifications

24 days ago X

Recognize Performance Recognition Received!

Susan Conway, Manager
susan.conway@accenture.com
Workforce: Enterprise
Country: USA (US)
Career Level: Senior Manager

Performance Factor: Drives to Add Value
Outcome: Thank you for contributing to the continuous learning of our practice through your role as faculty in the Global F&EP FY13 Call & learn program.
Award Value: 50

My Account Summary

Total Awards Received	36
Performance Points Received	2,675
Performance Points Redeemed	-2,464
Current Balance	211

My Budget Summary

Recognize Performance	0
-----------------------	---

My Recognition Programs

- Celebrating Performance
- Recognize Performance
- Thank a Colleague
- Recognize Collaboration**
- Core Values

Have you thanked someone today?

Recognition Center
What's your recognition style?

DID YOU KNOW?


- More than 3.5 million recognitions and awards issued since 2007
- More than 295 million performance points awarded since 2007
- More than 50 thousand recognitions and awards processed monthly
- On average 86 percent of the population is active on the site

about a month ago X

Recognize Performance Recognition Received!

Extrinsic Motivation: Visibility and Social Proof

Financial Services | Banking Industry



High Performance Banking
Connect, Contribute,
Cultivate






Congratulations to our top collaborators in Banking!

Clients tell us one thing that really sets Accenture apart is the way we collaborate. We do so within our immediate teams and across all of Accenture. We do so in our communities around the world and across our technology and business ecosystems. And we do so as a leader in the use of collaborative technologies.

Collaboration is core to our individual, collective and ultimately client success, helping each other bring the best of Accenture to clients. It is an essential part of what we do and how we do it.

Each quarter we recognize the top individuals who demonstrate the behaviors around sharing and collaboration through the [Addo Agnitio Award](#) – (Latin for 'To Share Knowledge'). This award recognizes individuals who are sharing their knowledge and collaborating through our collaboration channels here at Accenture.

Top 10 Awardees from FY13 Q2

 Manager, United Kingdom	 Analyst, India	 Consultant, India	 Analyst, USA	 Accenture Leader, Spain
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Leley Ann Wiegman

> Importance of Collaboration and Knowledge Sharing

> **My Collaboration Example**

Using the 'Ask a question' functionality, I was able to reach out to the Change Management community globally with a query I had about benefit-realization approaches. I received multiple resources from the community, which I was able to share internally with my team. This helped to guide our discussions and arrive at a solution more quickly.

Full Story here!

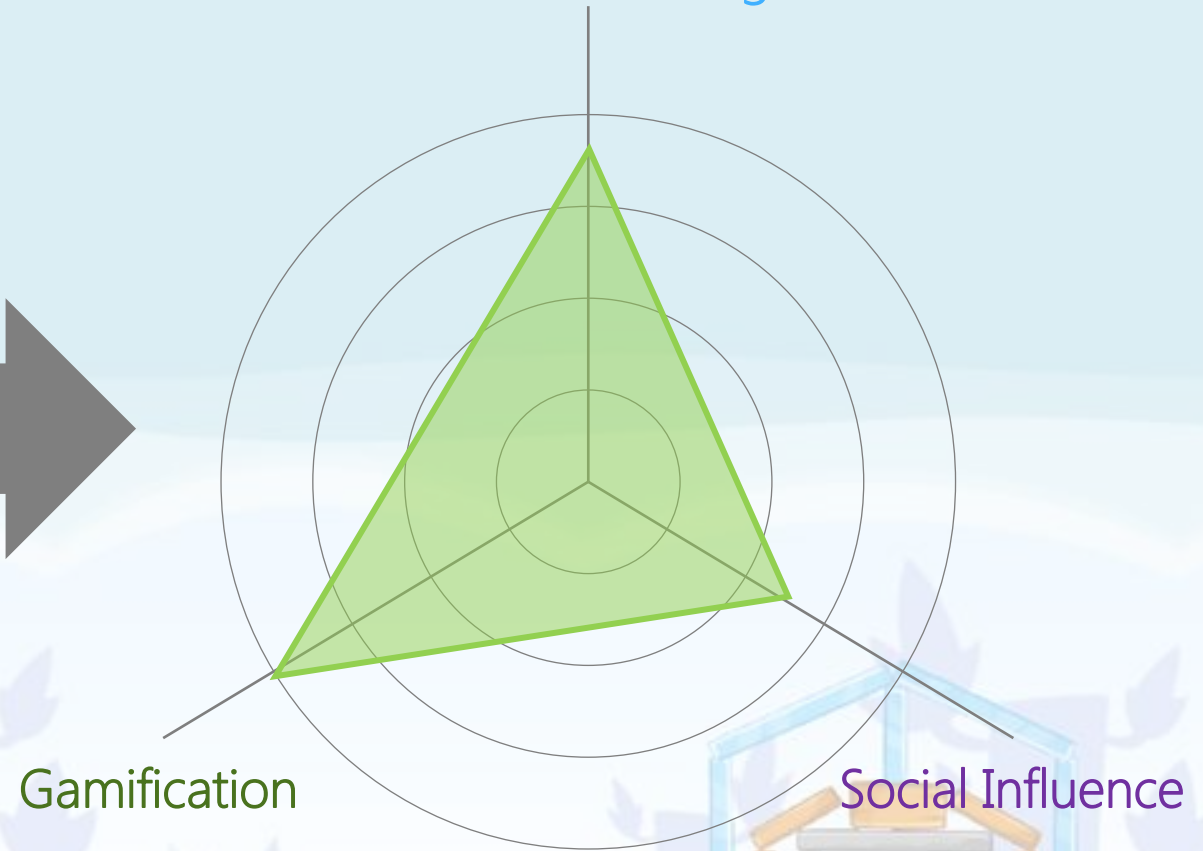
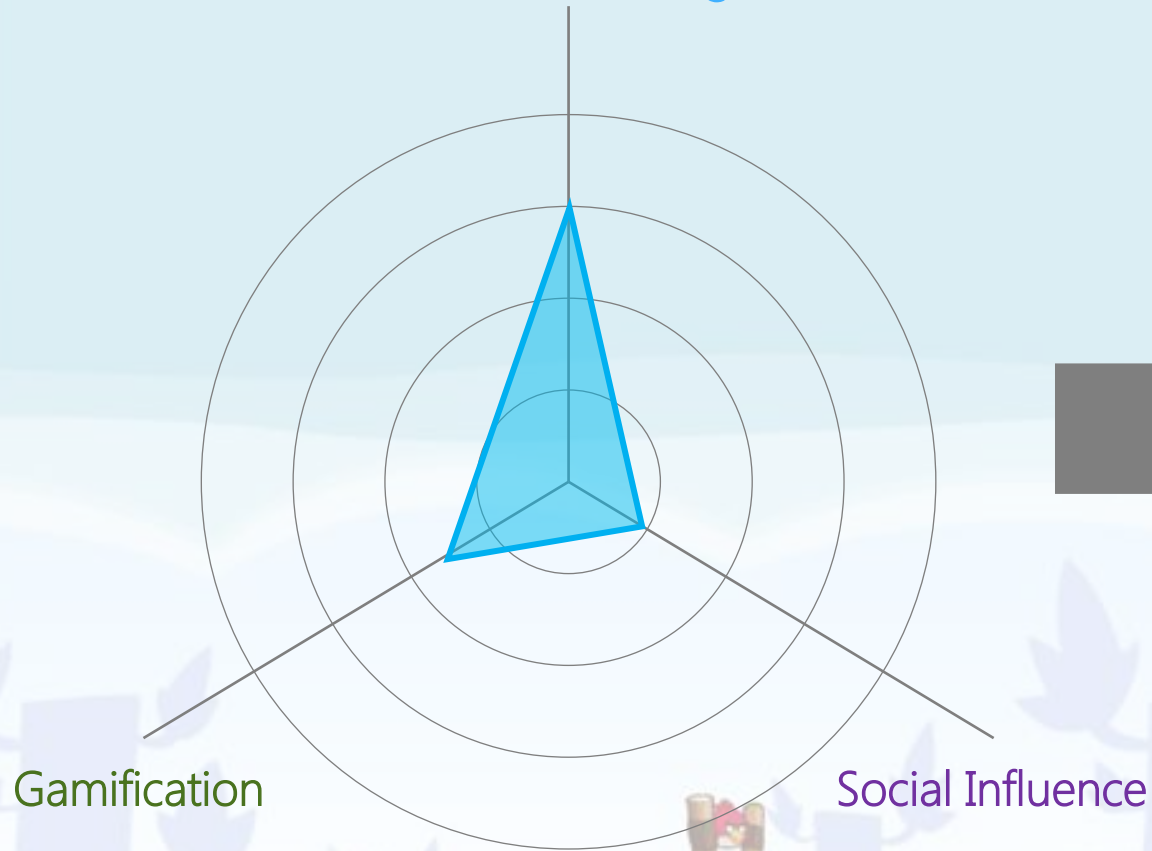
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Where We Are

Where We're Headed

Traditional Change

Traditional Change



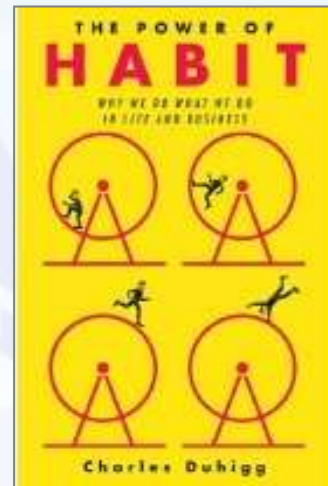
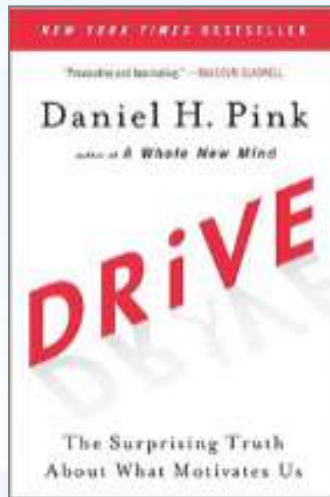
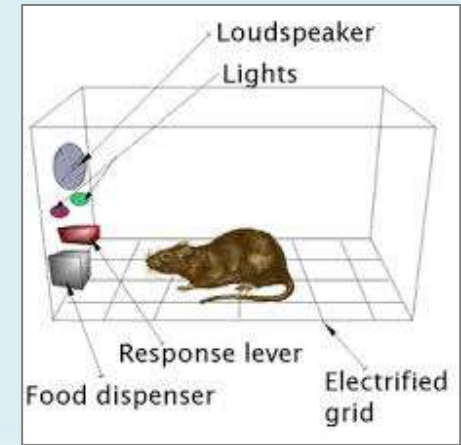
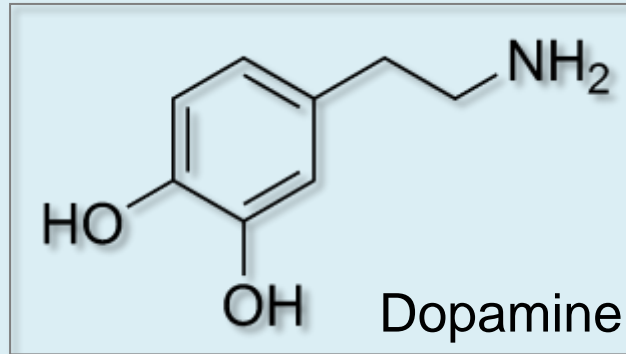
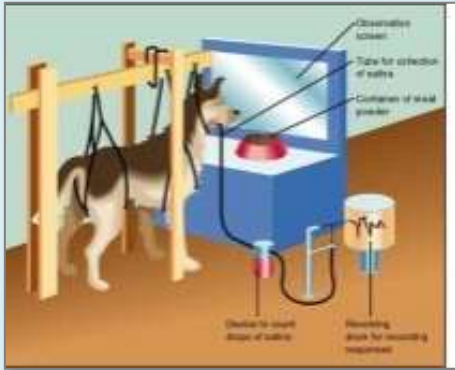
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PRACTICAL TIPS, WHAT ARE SOME?



It's not just points, badges, leaderboards.



Reward quality, not quantity

How to make your BLOG Trending...
Posted on [June 15, 2012](#) by [Mickey](#) 2,180 views

This is how you do it...

188 Responses to *How to make your BLOG Trending...*

 [User](#) says:
June 15, 2012 at 7:00 pm
what a magnificent blog...
[Reply](#)

 [User](#) says:
June 15, 2012 at 7:01 pm
thanks sir! 😊
[Reply](#)

 [User](#) says:
June 15, 2012 at 7:01 pm
your blog is very beautiful!
[Reply](#)

 [User](#) says:
June 15, 2012 at 7:02 pm
you must thank me for the compliment!
[Reply](#)

Top News ▾    

 [User](#)
give a word that start with letter A and ends with letter E.
[Like](#) - [Comment](#) - [Share](#) - 18 days ago

 [User](#) and [User](#) shared this post.

 14 people like this.

 [View all 232 comments](#)

 [User](#) axle, accurate
about 7 hours ago - [Like](#)

 [User](#) Apple...
about 7 hours ago - [Like](#)





Report as inappropriate

It's not a silver bullet.



Use social influence to gain new converts.

Invite a Colleague to join the activity stream revolution at Accenture! Everyone who helps us out this way has a chance to win some great prizes, including an iPad* – Give it a go – you've got nothing to lose!

Step 1	Step 2	Step 3
		
Open the attached note and send it to any colleagues who haven't yet been gripped by activity stream fever. The more people you send it to, the better your chances of winning!	Forward the note before August 31st . Don't forget to include 'one@accenture.com' in the cc: field. The sooner you start, the sooner you can win a prize.	Start engaging with your colleagues through the activity stream. The more they post and comment, the better chances of winning.

Evolve and Cultivate



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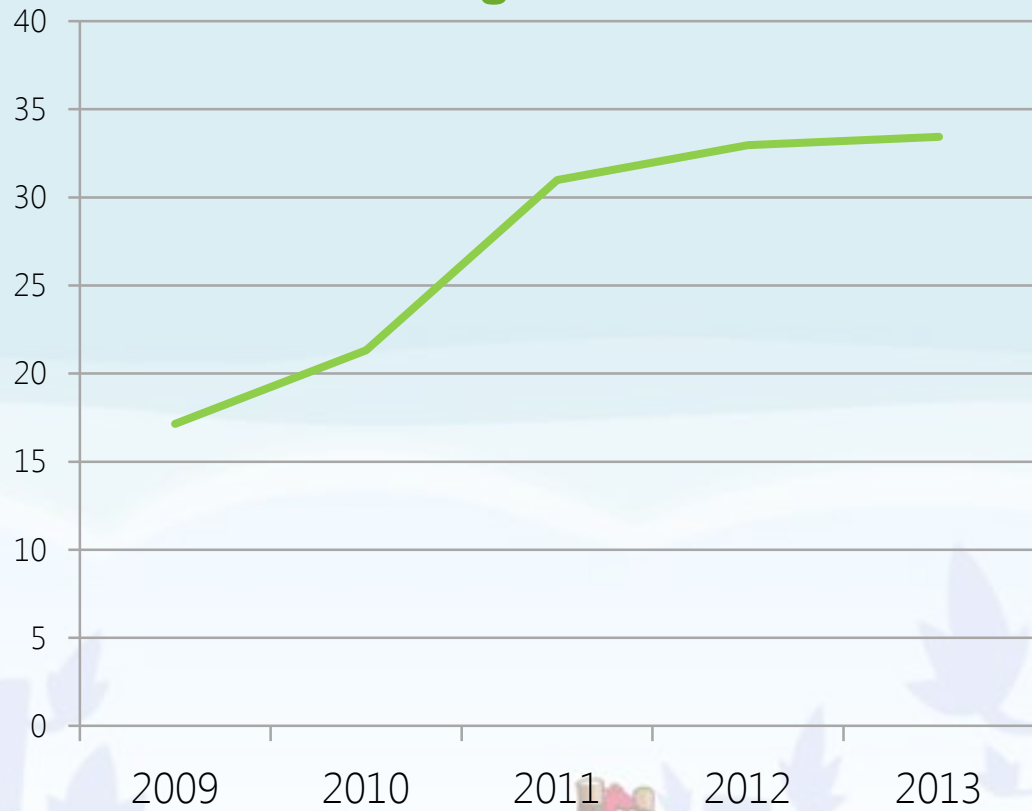
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THE PROOF IS IN THE OMELETTE!

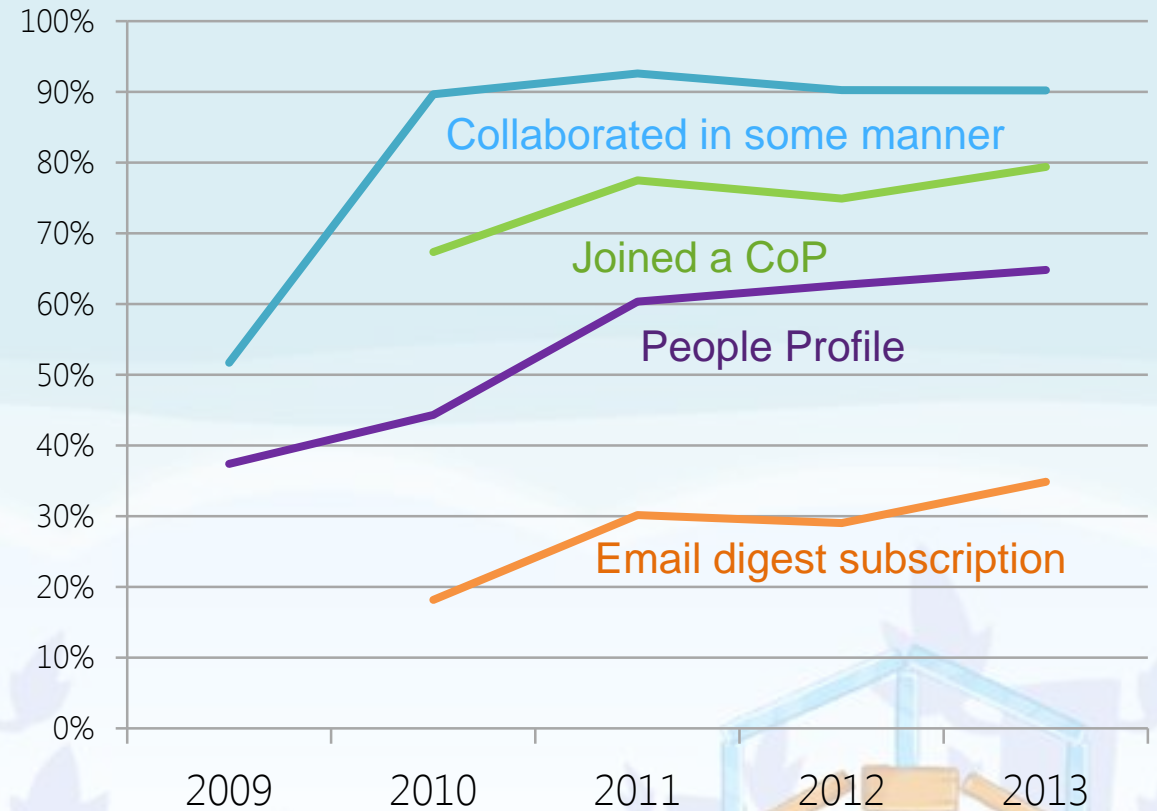


Results

Average A3 Scores

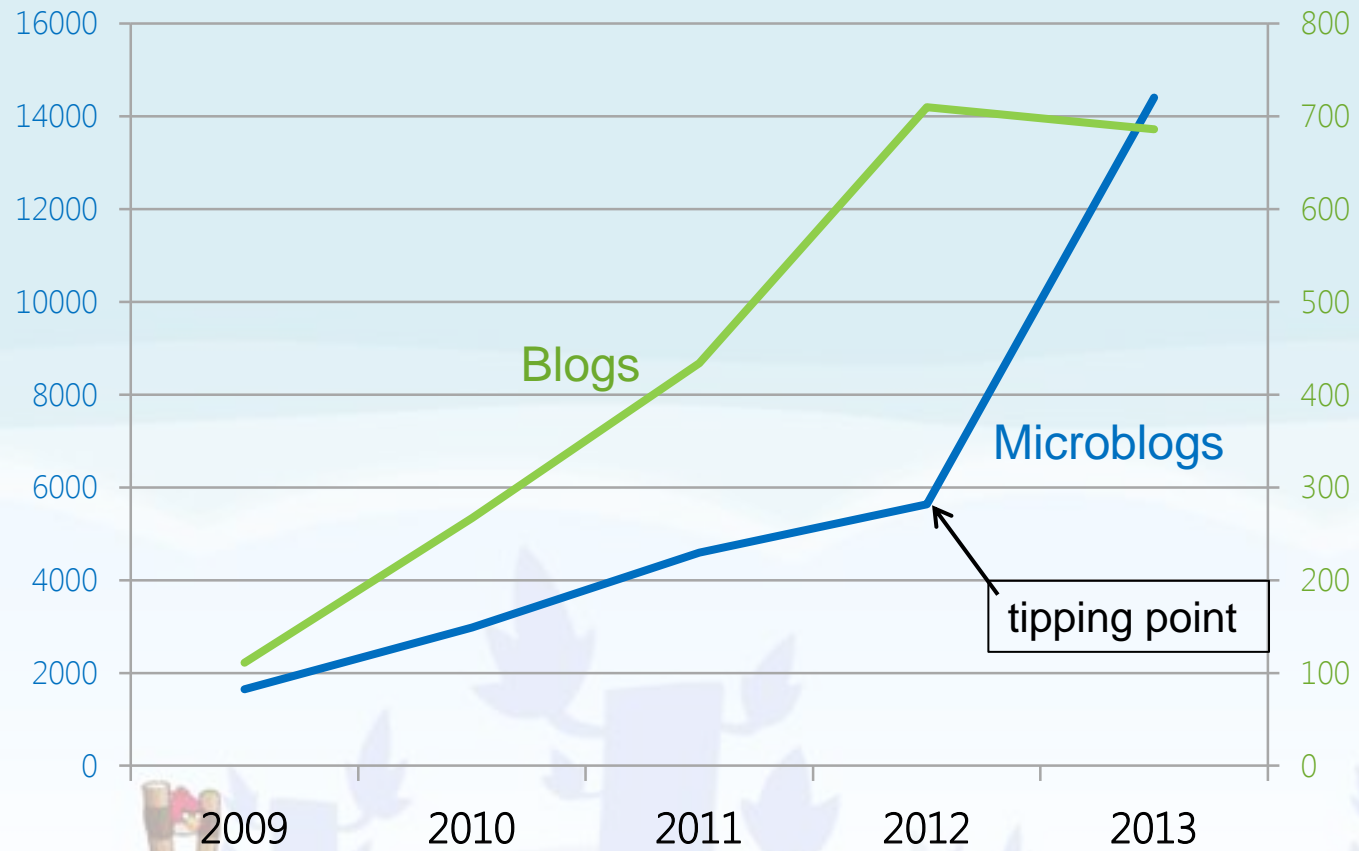


Penetration




Results


Activity (single quarter)




Anecdotal Feedback



Thank you all for this inspiring recognition. In my Accenture journey since 1994 this is definitely one of the most memorable moments!
I'm happy to see that striving to uphold our traditions of stewardship and knowledge sharing makes sense and a difference.




Thanks a lot for your kind words of appreciation. This certainly makes me feel good and also helps me re-energize and re-focus to perform even better. It also fuels my commitment to perform better and achieve excellence in anything I do.



Thank you, all! The award was a pleasant surprise and motivation to leverage our knowledge management and collaboration capabilities even more!

Thanks again, Stephen, for the recognition. I think this is a great program, and I make it known to my teams that the program is out there.

Hi Peter,



Just a short note to let you know how much I appreciate you doing this. The recognition process has been so well organized - from Celebrating Performance awards to icons on our People Page to thank you notes from you and our entity leadership to now this - input in MyPerformance. The process has been first class! Thank you.

I'm hoping we can replicate some of these internal process with our clients who look to us for help with collaboration and knowledge sharing solutions. You've set a great example. I know I'll be thinking more creatively as a result of your efforts.

Thanks again for taking these extra steps that mean so much!

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MISSION
ACCOMPLISHED!
ANY QUESTIONS?



32100

NEW HIGHSCORE!



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