



Gallup Pakistan HR Newsletter

Gamification:

The increasingly significant role of
Gamification in company recruitment.

IN THIS EDITION

Page 2

How, when and why
gamification is used in
recruitment

Reading Time: 1.5 min

Page 3

Three ways of using
gaming and planning it
the right way.

Reading Time: 2 min

Examples and
approaches taken
towards gamification.

Page 6

Reading Time: 1.5min

Welcome

to Gallup Pakistan's 13th edition of a series of HR Newsletters. In this series we principally aim to encourage empirical understanding of HR problems faced by organizations today. **By disseminating international and local research findings, Gallup Pakistan aspires to create a knowledge hub that HR practitioners in Pakistan can benefit from. In this regard, we would be borrowing extensive research from other member countries as well.**

In this edition we endeavor to bring to our readers an understanding of **Gamification** and how it can be used by companies in a multitude of ways i.e. in **recruitment, brand advertisement** and **employee training**. The first article "**Gamification in Recruitment**" provides a fundamental understanding about what Gamification is and when and why it works. The second article "**Three Ways of Using Gaming and planning it the Right Way**" explains the three primary ways in which Gaming is used in companies and follows up with a seven step plan about how the right game should be designed. Finally, the last article "**Examples and Approaches taken towards Gamification**" elaborates upon four concrete examples of Gamification as they are used by some of the leading companies of the world.

Don't forget, your valuable suggestions and ideas are much awaited and appreciated. Also, we are open for partnerships with other teams working in similar domain. We look forward to a successful journey.

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Gamification in Recruiting*

“At a time when games are becoming even more realistic, reality is becoming more gamelike.” – Times New York.

Gamification is an innovative approach to employing the right talent in a company, and it works by encouraging these talents to engage in game-like behaviours. Screening procedures in recruitments are now replaced by a ‘game’ that keeps candidates motivated and make the whole process more fun, interesting and creative. While hard skills help employees get a job, it is their soft skills that help them keep it and gamification is one tool that assesses these multifarious abilities.

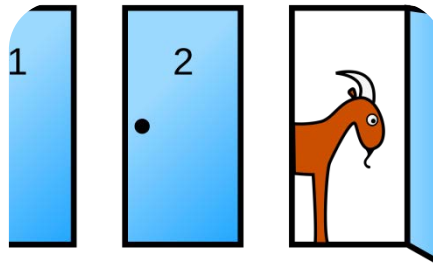
Increasingly, more and more companies are using gamification not only for hiring purposes but also to bring in more customers and engage them further with their brand. Loyalty cards for shopping and exchanging points on these cards for rewards and discounts is just one example of this.



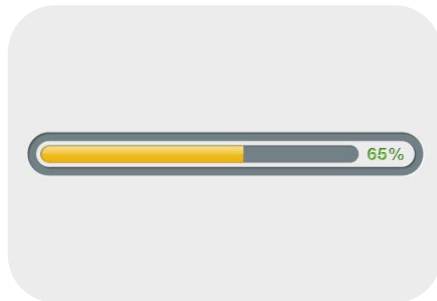
**Hard skills help you get a job;
soft skills help you keep it.**

Gamification of your process

How to get it right!



**Explain the process simply.
Don't kill the fun with
extensive rules.**



**Keep people engaged with
a progression bar to
stimulate competition**



**Reward your
users/candidates. For
example Dropbox offers free
storage when you respond
to their advertisement.**



**Be fun-loving and involve
others**

Three Ways of Using Gaming and Planning it the Right Way*

The power of gamification comes down to this: it taps into the competitive fires we all have and as we play a game, we become more engaged, feel a greater sense of accomplishment and are more willing to go that extra mile in work. So how can you use gamification to better recruit, train and engage workers? Here are **three** examples for you to consider:

1

Recruiting: Think about the opportunity in your company to use social network platforms (through games on Facebook and LinkedIn) to engage global prospective new hires and show them what it's really like to work in your company.

2

Learning and Career Development: Gamification is taking engagement and learning to the next level so that participants feel a sense of accomplishment as they contribute, share knowledge and complete learning programs. It offers the chance to bring real-world situations to life in a controlled environment especially in executing training programs that are otherwise too expensive, dangerous or large-scale to execute on a regular basis – for example the construction of a space craft.

*<http://www.forbes.com/sites/jeannemeister/2012/05/21/gamification-three-ways-to-use-gaming-for-recruiting-training-and-health-amp-wellness/>
<http://recruiterbox.com/blog/gamification-in-recruiting/>

3

Health and Wellness: According to a survey released in March by Towers Watson and the National Business Group on Health, gamification will increase health and wellness at companies. Games can be aimed at encouraging people to lead a healthier, more balanced life. An action plan in the game can bring a focus to important priorities such as health, lifestyle, relationships and finances, and reach certain health goals for the entire team.

Planning any game for recruitment process needs proper analysis and constant monitoring. Here are **7** points to be considered before incorporating gamification in recruitment process:

1. Consider your goals

2. Engaging

3. Unveil the real candidate

4. Informative

5. Getting rid of “fashionable” image

6. Different games for a different approach

7. Security issues

1. Consider your goals: Have clear goals about why you need Gamification and what you want to measure as a result i.e. if you want to create a buzz or if it is for brand awareness or for encouraging talents.



2. Engaging: It should inspire the candidates to engage with the organization's career sites and social media profile. The content should be simple, interactive and entertaining, but must always include the principles of Gamification



3. Unveil the real candidate: Game must be designed such that it enables the employer to understand more about the potential candidate.

4. Informative: Game should also provide the player with insights of the organization.



5. Getting rid of “fashionable” image: Companies need to make a serious game which stimulates long term engagement and is not just aimed at grabbing immediate attention.

6. Different games for different approach: “No two games are alike!” Recruiting games must be approached differently than other learning and training games

7. Security issues: Beware of players who cheat in a hiring game!



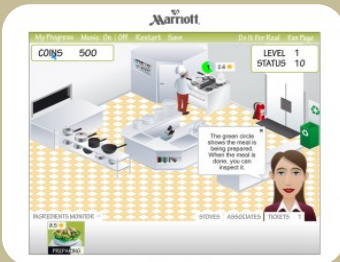
Examples and Approaches taken in Gamification*

It's game on for Human Resource officers. Increasingly, organizations like Deloitte, Marriott, Siemens and Accenture are using games to recruit, develop and motivate employees. So is gamification the latest management fad? Here are **four** examples of how these leading companies are employing techniques of gamification.



1. Badgeville by Deloitte Leadership Academy:

- Deloitte has partnered with Badgeville to add learning for its leadership programs in delivering lessons from some of the world's best known business schools (Harvard, Stanford). Senior executives participate in learning programs via an online portal. In the process they receive badges, rewards and can even share these on LinkedIn and Twitter, boasting their personal brand all the way.



2. My Marriott Hotel on Facebook

- As part of their new Facebook career page, Marriott created a flash game in five languages where the visitors can experience what it is like to manage processes in different structures of Marriott's hotels. It gives a good clue of how stressful and fast-paced work in the kitchen could be.

3. Plantville™ by Siemens



- This is an engaging and informative plant simulation which puts you right in the shoes of a plant manager at Siemens. The goals of the game are the same that plant managers face in their daily life – improve safety, quality and delivery and manage funding matters. It is worth pondering over whether a graduate who has spent hours virtually running a factory would show faster learning and better performance when hired by Siemens.

4. Accenture Facebook Game Apps



- With its four different games, Accenture has a double goal – entertain the potential candidates and teach them about Accenture. Starting as an intern gamers have to answer the questions that will bring them up on the career ladder. Their games represent the company and its vacancies better than any corporate “About Us” section.

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