

Many organizations are using gamification approaches to have a game board metric (as simple as an Excel file) where employees accrue points for challenges like:

- **Co-worker kudos**
 - Establish points for each qualifying entry (given and earned)
 - Rack up more points with set supervisor goals (quality control, productivity, attendance, etc.)
- **Earn “badges”**
 - Give points for all designated general industry arenas (topics, categories)
 - Sweeten the pot with weighted scores on your custom areas.
- **Be community involved**
 - Volunteer work is good for everyone; assign points for volunteer activities
- **Social media brand advocacy**
 - Develop scoring for every approved share, like, pin, etc.

Rewards With SAPS

How should you reward winners? As noted earlier, the most coveted type of reward is status; recognition that they are the best at something is the best reward—and the more public the better. Just seeing their profile pictures and user names at the top of a leaderboard is great, but seeing them on the company social media sites, newsletters, website, and potentially streaming in the break rooms is a nice step up.

- **Status** is the “S” in SAPS, which is an acronym for a very effective reward system (especially on a tight budget). The rest of the acronym, in order of player preference, stands for access, power, and stuff.
- **Access** can be dinner out with the regional director or company owner when they are in the area.
- **Power** could be making the employee the guest trainer for a session at the company meeting (allowing them to pull in others into a role-play or team activity) or a seat on an advisory committee.
- **Stuff**, sometimes the least coveted, is also where the money comes in. I recommend tying some branding to it. A logoed windbreaker, gym bag, or even t-shirts can do the trick. The whole point is... they win... and you win. 🏆

other accomplishments into the game, your progress toward your goals. (see below).

Knowledge

“Deloitte training programs using gamification took 50 percent less time to complete and kept more students engaged than ever before.”

—Source: *Huffington Post*

Productivity and confidence escalates when team members are well informed on exactly what their efforts produce. ISSA has shown us awesome statistics on our impact with The Value of Clean campaign. This is information your customers need to know—and so does your staff.

Information is power. When your entire team feels empowered with the knowledge that their efforts improve building occupant productivity, save sick days, and increase customer traffic by amping up the feet through the door for retail establishments... The value of clean becomes a reflection on the value they personally provide.

How to gamify this? No worries, there are already apps out there you can use for FREE, like SonicTrain’s Arena or ISSA’s Angry Janitors. These games allow you and your team to play along with the rest of the industry to learn about lots of industry topics in just a few minutes a day on any mobile device. Players get feedback on their progress with every set and can earn status designations as they earn points and progress through levels—even get their names atop leaderboards.

Industry knowledge is great, but a lot of content (especially your processes) that your team needs to stay on top of is unique to your company. While for now gamification does not replace initial training, it is an effective way to keep the knowledge your team learns top of mind.

Some apps even allow companies to integrate their own information, creating “plug and play” learning about your company history, cleaning processes, policies, logos, mission, services, and people. The “people option” is another way to reward team members. Include their name, photo, length of service, or

Adapting to Change

“SuMo delivered a 98 percent user [customer relationship management, or CRM] adoption rate; a 60 percent growth in sales pipeline; a 35 percent increase in new contacts; an 86 percent increase in sales performance.”

—Source: *www.motivation.cloudapps.com*

Not every company in our industry uses a CRM system, but those that do know getting employees to use it can be a challenge. The same can apply to your staff when it comes to selling new product lines. For that matter, many teams will fight new timekeeping, work order, or inventory management systems, too.

Typically, no one really likes the disruption caused by change. Your gamification system can be used to educate teams on why changes are necessary and how easily they can comply, then used to reward and recognize desired behaviors.

Social Media Advocacy

“Bluewolfe’s consultant social media activities jumped 57 percent when gamified.”

—Source: *www.Adage.com*

Social media is all about reach, and what better way to expand your social media reach within the communities which you operate than to get all of your employees as active brand advocates on your various social media venues? Inspiring team members to tweet, share, post, like, comment, and pin positive news about your vendors, customers, company, and staff will exponentially create community awareness of your brand. Give feedback for each activity and integrate rewards for “X” number of social interactions in a gamified approach.

Tying It Together

The most important thing to keep in mind when designing and deploying gamification is to have a clear goal in mind. Measure your metrics before launching the platform and measure them again after a predetermined time period to review