

The Phenomena of Gamification - The Next Big Thing for Employers?

Sheppard Mullin Palo Alto

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Registration, Cocktails & Networking 6:00 p.m. - 6:30 p.m.

Program 6:30 p.m. - 8:00 p.m.

Q&A/Additional Networking 8:00 p.m.

Sheppard Mullin

379 Lytton Avenue

Palo Alto, CA

Directions

Registration - \$20

Click here to register for this program.

Join **Kris Duggan, founder of leading Gamification company Badgeville** and **Mario Herger, SAP and founder of Enterprise Gamification**, for a discussion of Gamification and how to gamify tasks to incentivize employees to perform them more quickly, prioritize more productively, produce superior work product, or even simply to perform a task at all.

Gamification is the application of game-like elements to real-world tasks. Gamification involves taking the techniques that make games fun and addictive and using them to motivate human behavior in a digital context. Thus, Gamification is used to increase user engagement, loyalty and participation, or to change behavior with the purpose of obtaining superior results. Game mechanics can be utilized to measure key performance indicators beyond simply the number of sales. Employers can use Gamification to gather data regarding customer satisfaction, employee satisfaction, response time, task completion time, number of tasks completed, and adherence to many other company objectives. Indeed, Gamification has been used for endless business purposes to “solve” problems or improve outcomes, including externally (to obtain/retain customers) and internally (to motivate/engage employees of all levels). Unsurprisingly, Gamification is quickly making its way into the workplace, with employers using game mechanics to track and manage performance, increase efficiency, reward productive employees and, ultimately, justify terminations. Duggan works with many employers and believes *“Gamification in the workplace is set to explode over the next few years because employers can use Gamification to incentivize employees by establishing clear goals and rewarding those employees that achieve those goals.”*

According to Gartner, a tech-industry research firm, by 2014, 70 percent of Global 2000 businesses will manage at least one “Gamified” application or system. Analysts also predict that Gamification will be in 25 percent of redesigned business processes by 2015.

You will also hear from **Sheppard Mullin's Labor and Employment Partner Paul Cowie** who will describe how employers can use Gamification as a means to identify poor performers earlier, allowing employers to manage that performance in a focused way, and ultimately to utilize the resulting data to demonstrate legitimate nondiscriminatory reasons for terminations.

Questions? Contact Melissa Omphroy at momphroy@sheppardmullin.com or 415.774.2997.

Attorneys

Paul S. Cowie

Practice Areas

Labor and Employment