



Beyond the Leaderboard, an Enterprise View

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GAME DEVELOPERS CONFERENCE ONLINE
AUSTIN, TX
OCTOBER 9-11, 2012
EXPO DATES: OCTOBER 9-10
2012

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“The only constant is change”



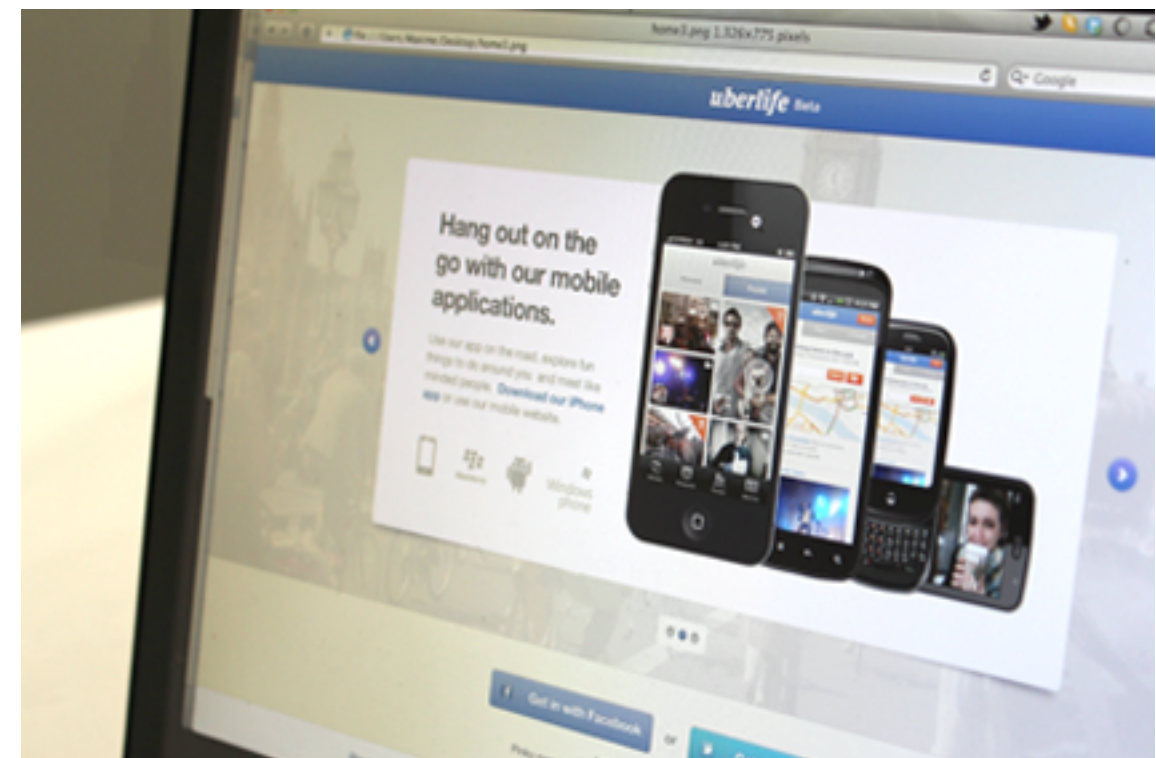
how we learn



how we play



how we connect



how we **work?**



70% of all employees
are disengaged
at work
-Gallop



Yes! ... gamification is
transforming how we work.



Gamification Market will grow
from \$240 million this year to
\$2.8 billion in 2016

-M2 Research





Align. Motivate. Perform.

Social Performance Management from Salesforce.com



Realtime Feedback

Social Goals

Meaningful
Recognition

Continuous Coaching





Meaningful Recognition



Alicia



Dave



what is their level?

who are they?

Who did it come from?

are they respected?



do it often?

type of task?

how often?

custom badge?

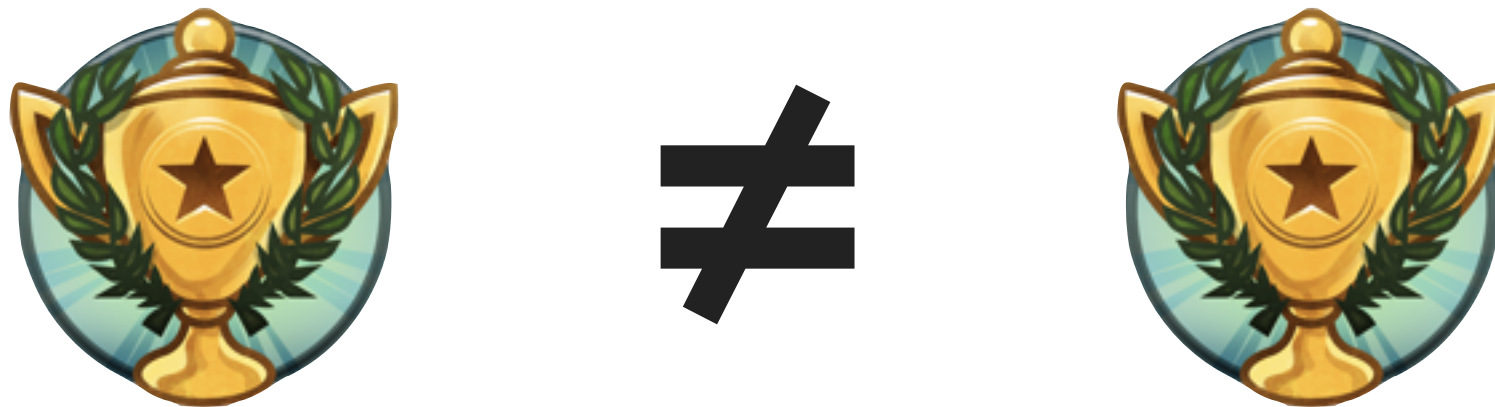
What was it for?

how long did it take?

How unique is it?

personal attachment?





a badge is not a badge

#1



#2



#3



#4



#5



how often?

what is their level?

size of team?

social differences?

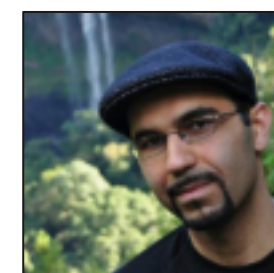
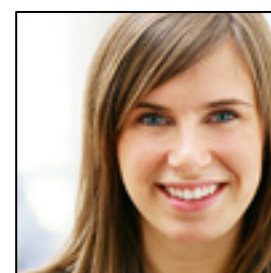
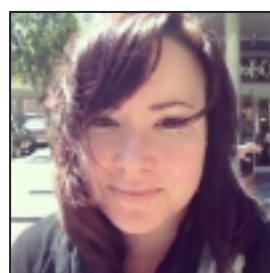
value of work?

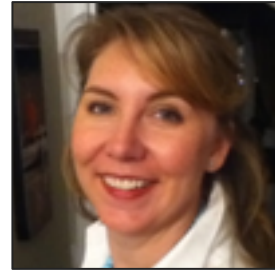
type of work?

type of person?

leadership skills?

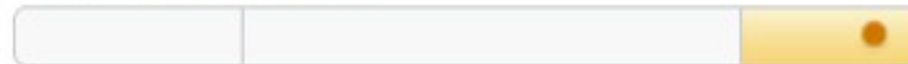
collaboration?





Meghan

Top Influencer



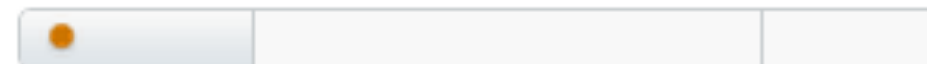
Dave

Active Influencer



Tom

Observer





David Smith

 Messages **12**

My Chatter

- @ Me
- Bookmarks
- All Chatter

- People
- Groups
- Files

Post File Link Thanks

[Share](#)Show: **What I Follow** ▾Sort by: **Post Date** ▾**Alicia Burton** to Mark Martin

Mark, your new prototype rocks!! The customers love it. Thanks for putting in the extra hours to make it a reality.



#innovation

For staying ahead of the curve

[Comment](#) · [Like](#) · [Share](#) · Today at 5:17 PM **Green Products 500k** — Clyde Moore

[@Lisa Richards](#) Thanks for stepping in at the 11th hour to help close this deal. Your dedication has helped us achieve so many milestones over the last year. This was major win for us.



#results

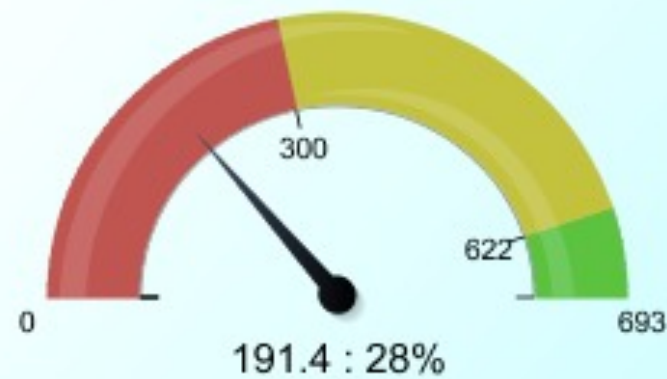
For achieving an amazing result



boundaries?



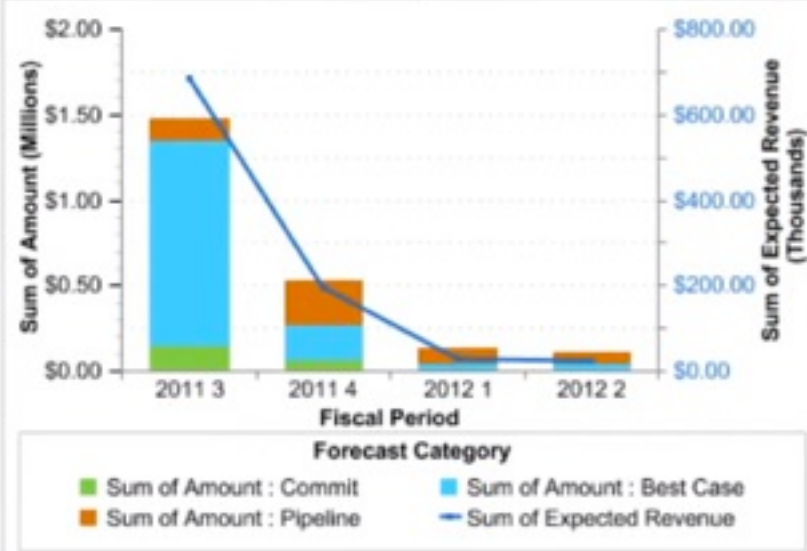
Monthly Team Points & Goals











Sum of SR AMER ACV Points

Sales vs. Forecast

Actuals by Quarter

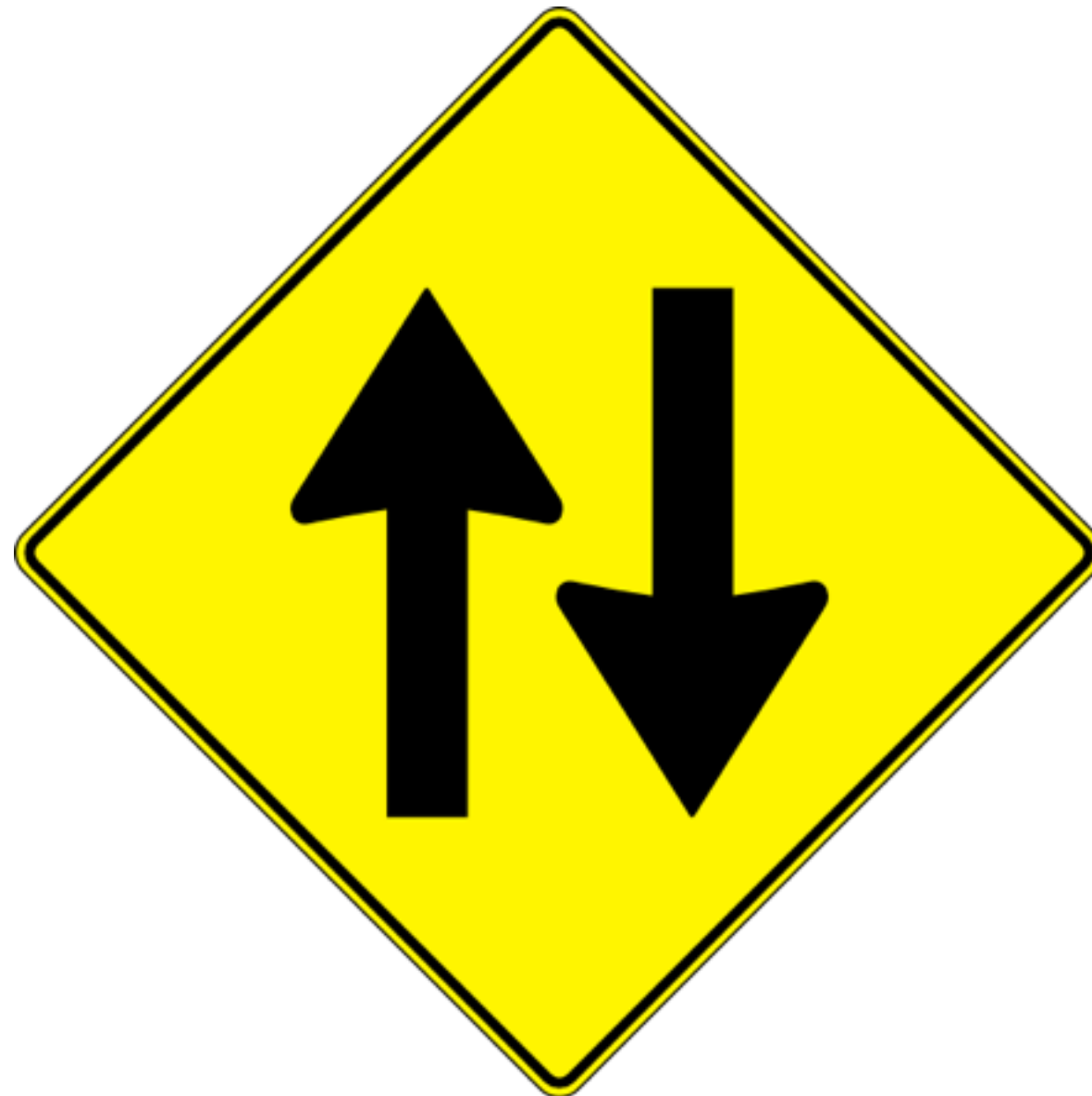


Opportunity Name	Opportunity Owner	Sum of Amount
<u>Green Dot Media - 877K</u>	 Valerie Eastwood	\$877,040
<u>United Partners* - 61K*</u>	 Scott Thompson	\$61,229
<u>Jones Building Corp-60K</u>	 Tom Reseller	\$60,000
<u>United Partners* - 52K</u>	 Kasey Central	\$52,000
<u>Steam Power Company - 50K</u>	 Scott Thompson	\$50,000
<u>Advanced Interconnections Corp* - 49K*</u>	 Scott Thompson	\$49,300
<u>Opportunity Resources Inc - 40K</u>	 Wendy Welker	\$40,000
<u>Allied Technologies - 35K</u>	 Bill Wayne	\$35,000

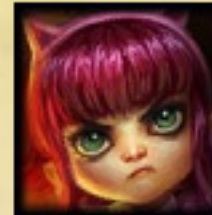
how do you define success?



2 way street



1:1 Coaching notes

[+ Private Notes](#)

Shared actions: ☐ Show checked

Visible to you and DnB_Star

- for You ▾ Click to add a new (shared) action...*
- ☐ *for DnB_PinkGirl:* Modify game strategy from the Legion_ClanX game for post season.
- ☐ *for DnB_PinkGirl:* Draft clan recruiting policy
- ☐ *for DnB_Star:* Please bring your new game strategy to our next 1:1

Shared notes: ☐ Show checked

Visible to you and DnB_Star

- Click to add a new Shared note...*
- ☐ **DnB_PinkGirl:** Great game today with Legion_ClanX
 - We need to review the game strategy for the first 5 mins.
 - We could of also finished faster if we had of gotten some essential upgrades earlier



Thank you...

 @alan_oc