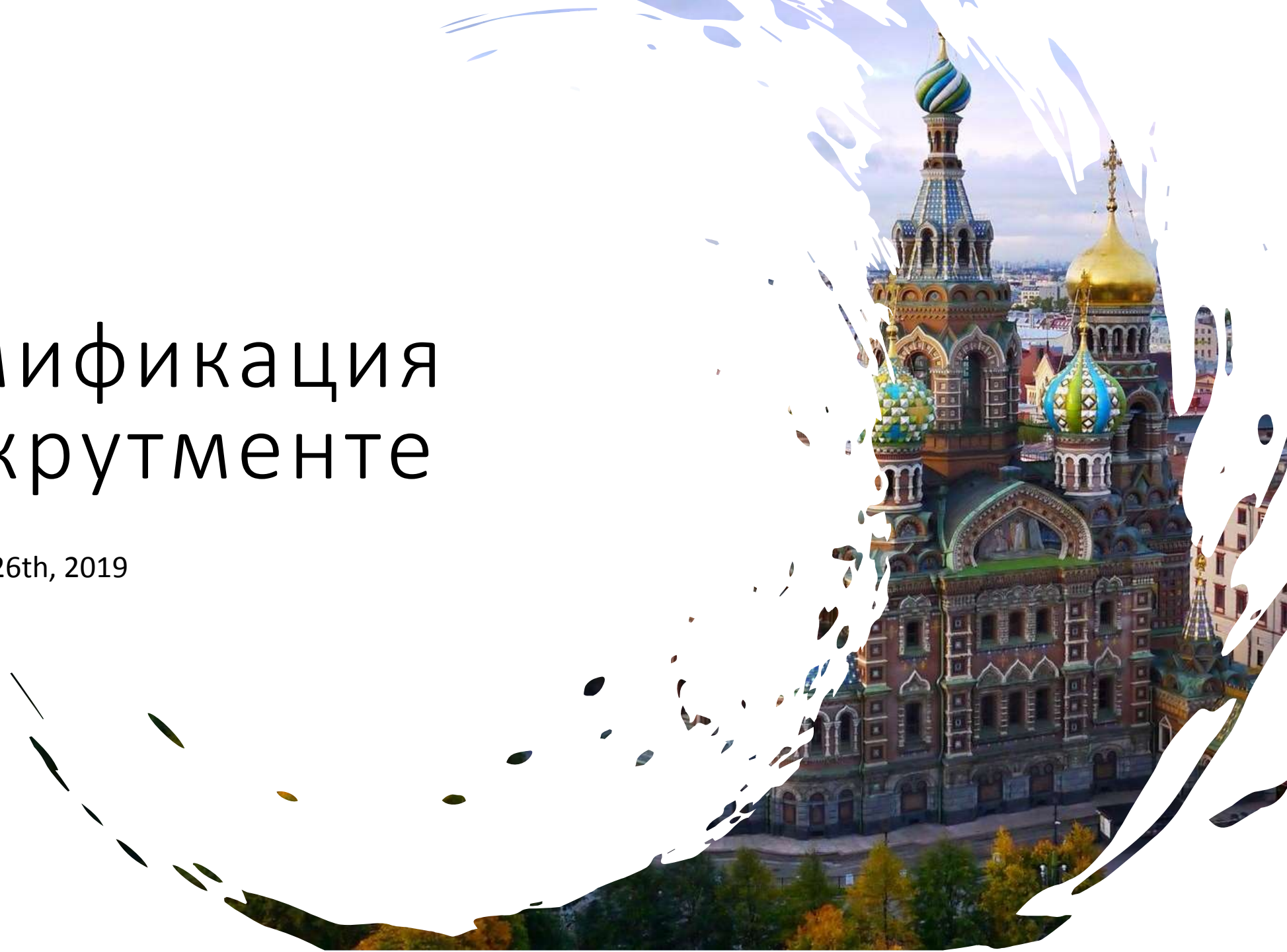




Геймификация в рекрутменте

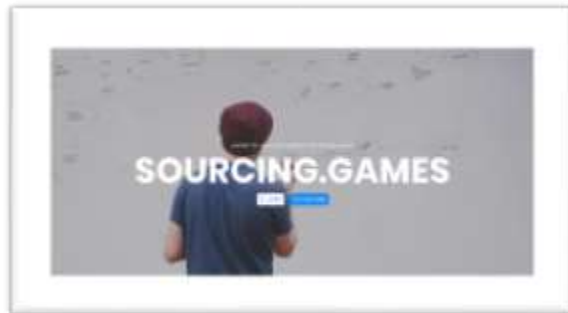
Jan Tegze, April 26th, 2019



About me



- Senior Recruiting Manager
- Author of Full Stack Recruiter
- Blogger, Keynote speaker, Trainer



www.Sourcing.Games



www.Recruitment.Camp



www.SourcingTest.online



gam·i·fi·ca·tion
gā-mə-fə-'kā-shən
(noun)

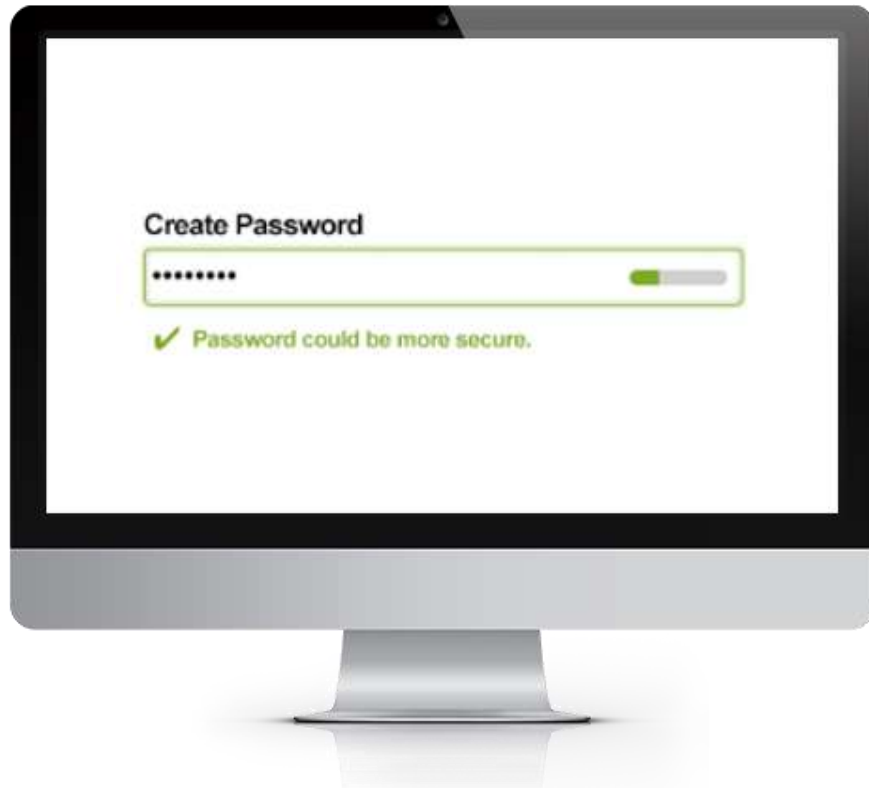


The use of **game elements** and **game design techniques** in non-game contexts.

Adding games or game-like elements to encourage participation in tasks and processes.

Gamification Elements in Our Lives

Passwords



Passwords

Helps maintain strong passwords

Password for the New Employee

Employee Password:

Employee Password Confirmation:


Very Strong



Password Requirements

- ✓ Contains at least 6 characters
- ✓ Contains a letter
- ✓ Contains a number
- ✓ Contains a special chracter

Gamification Elements in Our Lives

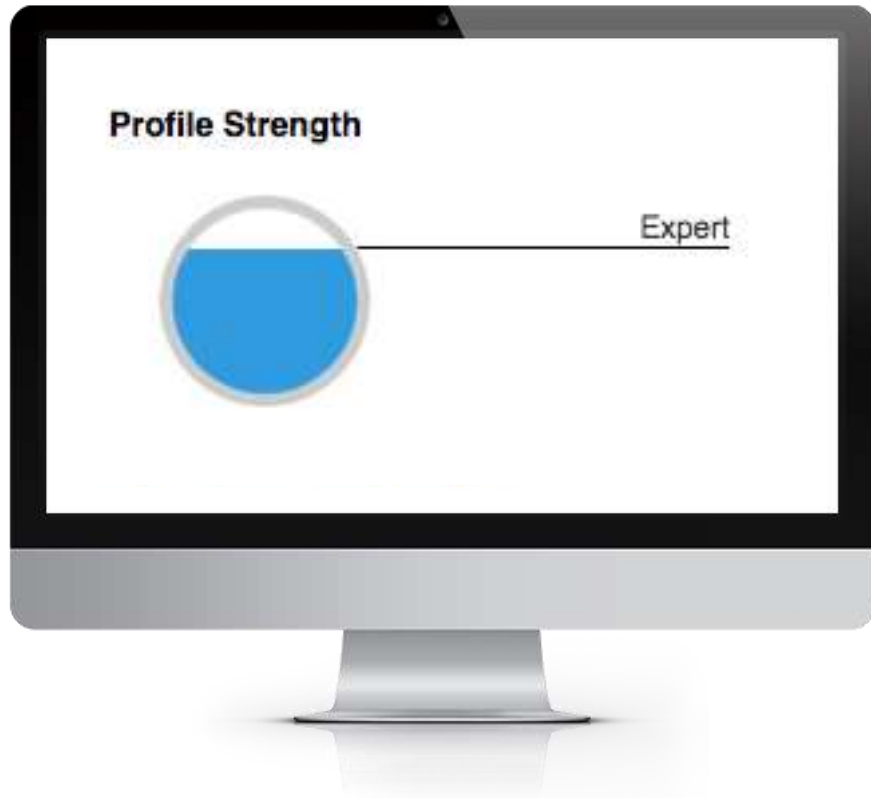
Nike+



Nike's running app, Nike+, is one of the world's most outstanding, gamified products.

Nike+ allows users to compare and compete with people from all over the world, including direct friends when connected to social media.

Gamification Elements - LinkedIn

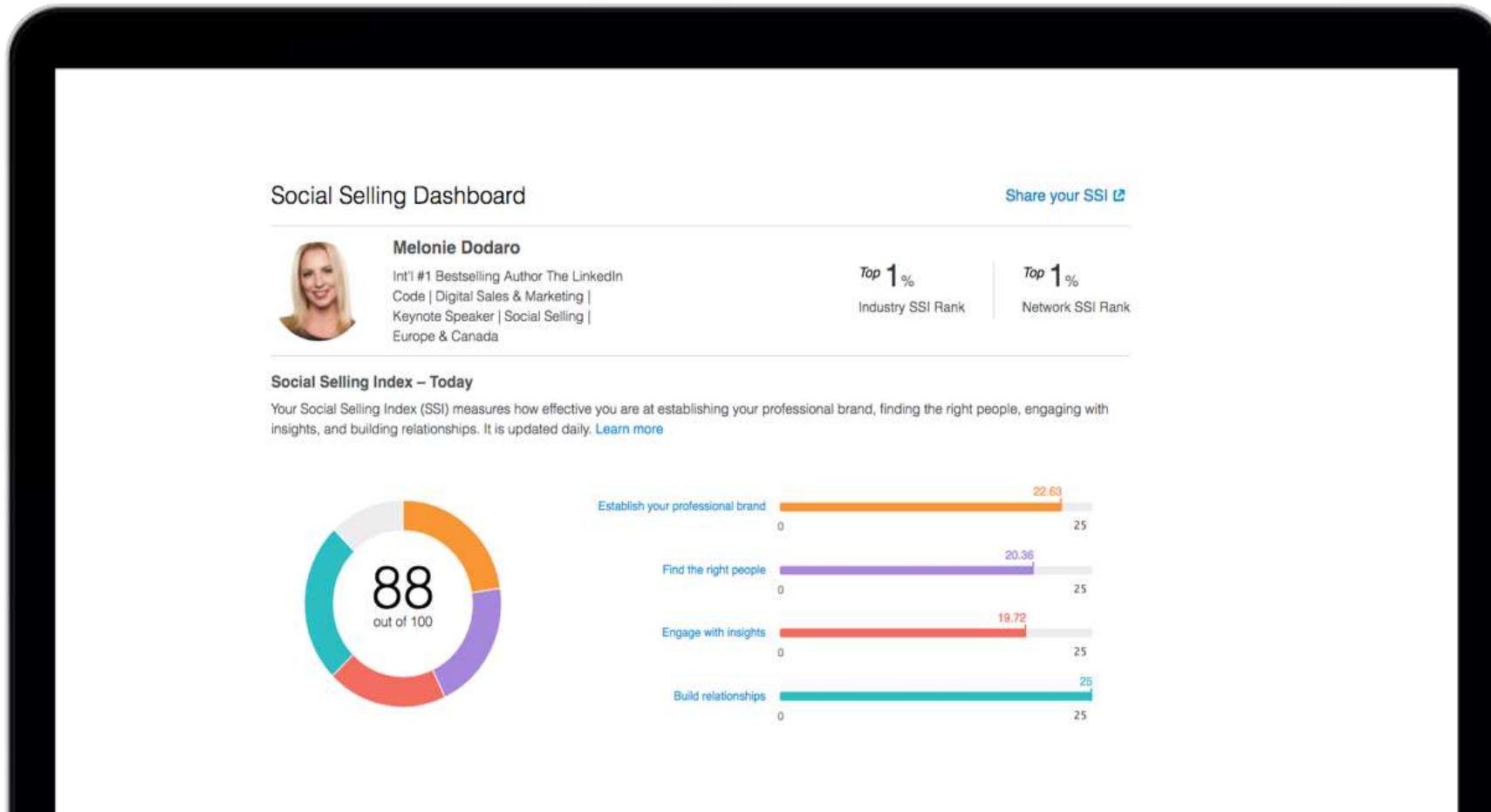


LinkedIn wants us all to complete our profiles.

LinkedIn is trying to add more fun to a "boring" service.

And gather as much information as possible about each and every individual in their network.

Gamification Elements - LinkedIn



Puzzles, Skills Test, Employee Referral Tools...

... LinkedIn Elevate

The screenshot shows the LinkedIn Elevate 'Engagements Leaderboard' interface. At the top, there are navigation tabs: Dashboard, Leaderboard (selected), Broadcasts, Internal Comms, and Reports. The main header reads 'Engagements Leaderboard' with a subtitle 'The top employees based on clicks, likes, comments, and reshares'. Below this, a user's profile is shown with a rank of 61st and a score of 41. A progress bar indicates the user's position relative to other employees. The main list shows the top 6 employees with their ranks, names, titles, and engagement scores. On the right, a 'Filter by' sidebar allows users to filter by Analytics category (Engagements, Shares, Reach), Time (Last 7 Days, Last 30 Days, Last 60 Days, Last 90 Days, Last 365 Days), and Topics (All Topics, Advice for Students (English), APUS and Higher Education Up..., Arts and Humanities (English), Business (English), Education (English)). Red arrows point to the 'Engagements' filter, 'Last 60 Days' time filter, and 'APUS and Higher Education Up...' topic filter.

Rank	Employee Name	Title	Engagements
61st	You		41
1st	[Redacted]	Faculty Training Developer	8,502
2nd	[Redacted]	Program Director, Management	3,872
3rd	[Redacted]	Assistant Professor of History and Military History	3,546
4th	[Redacted]	Vice President of Academic & Instructional Technology	1,899
5th	[Redacted]	Founder and CEO	1,892
6th	[Redacted]	Security Officer (Trainer)	1,855

Filter by

Analytics category

- Engagements
- Shares
- Reach

Time

- Last 7 Days
- Last 30 Days
- Last 60 Days
- Last 90 Days
- Last 365 Days

Topics

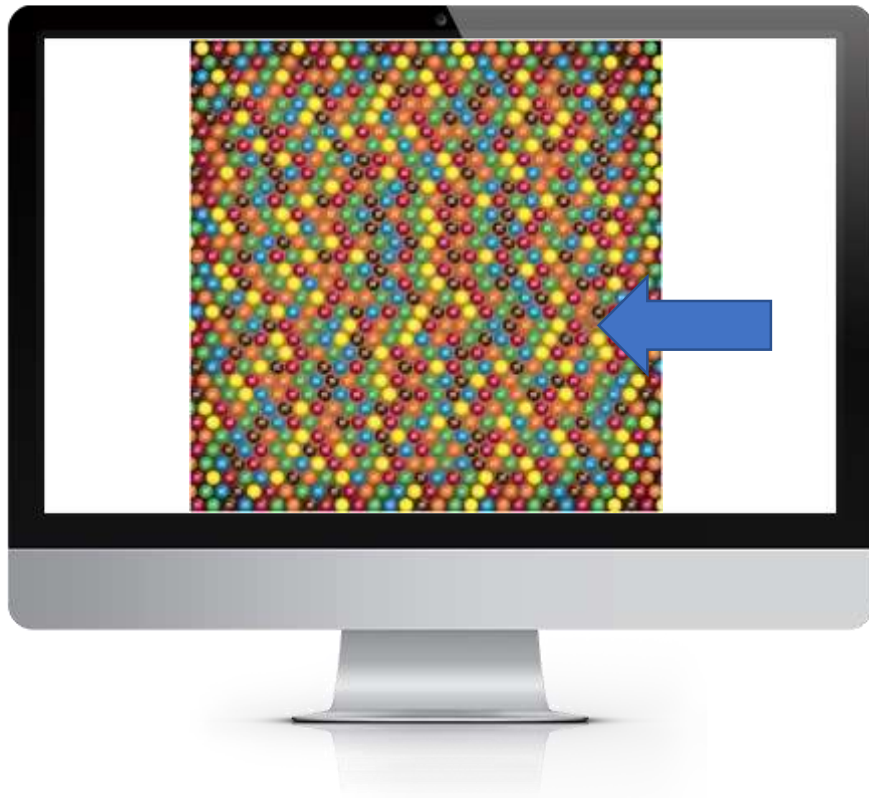
- All Topics
- Advice for Students (English)
- APUS and Higher Education Up...
- Arts and Humanities (English)
- Business (English)
- Education (English)

Gamification and **FACEBOOK**



Gamification - Facebook

M&M's Eye-Spy Pretzel Campaign



M&M's eye-spy game that helped raise participants engagement.

This simple cost-effective game consisted of a simple full-page graphic design of M&M's and 1 small pretzel which users had to find.

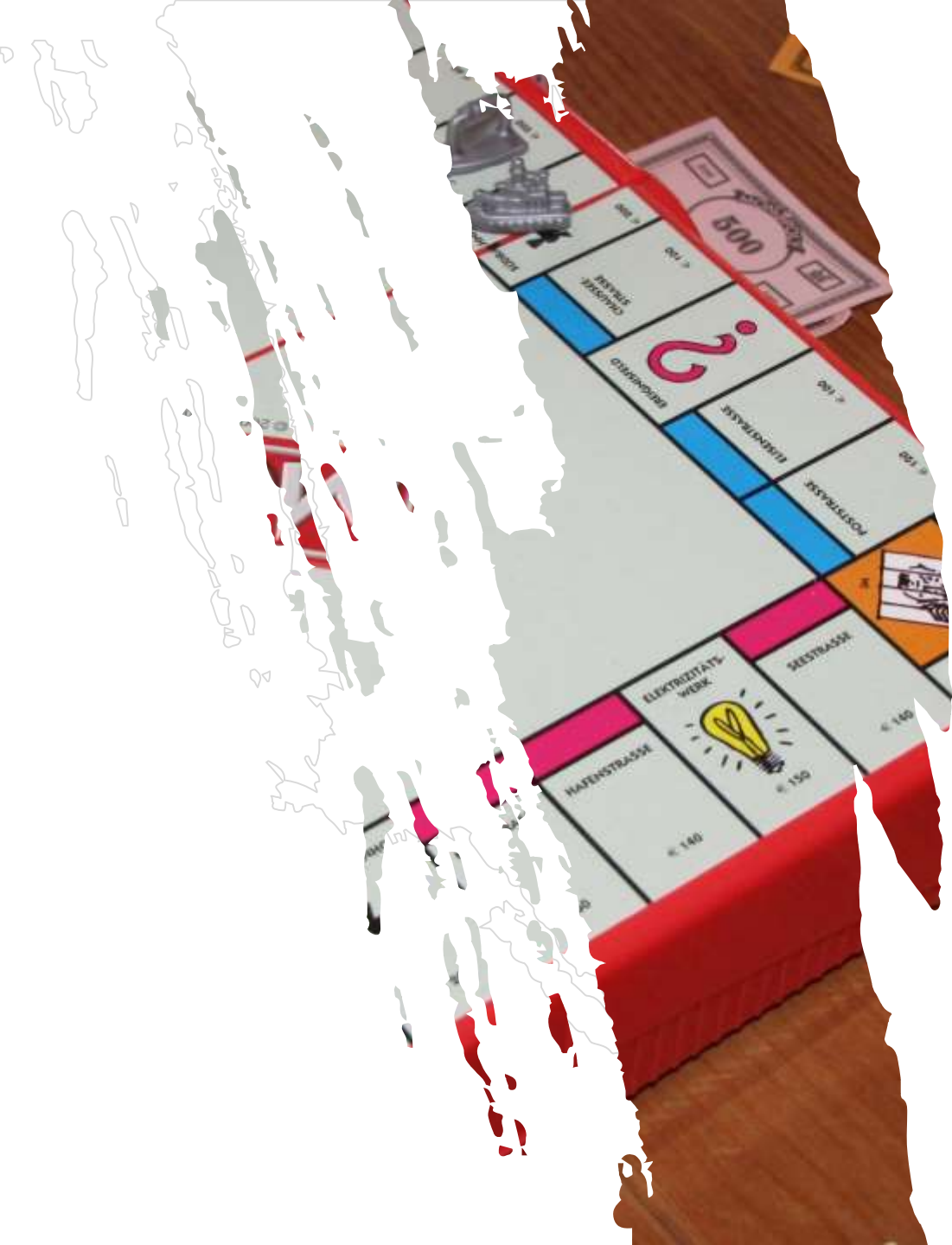
This simple, cheap game brought huge gains to M&M, with a boost of more than **25.000 likes** on their Facebook page, **6.000 shares** and **10.000 comments**.

Gamification - Facebook



Example posts from Walmart's Facebook page*

“Tell us how many differences you see in the two pictures”



Game-Based Learning:

Enhance the Learning Experience

MONOPOLY

In the classroom to teach children about money

SCRABBLE

Scrabble to get students thinking about words.

Gamification Elements - Marriott International



Marriott International developed a game called My Marriott Hotel to recruit millennials.

It enables candidates to run their own virtual hotel restaurant and other operations.

Gamification Elements - Formaposte



Formaposte launched **Jeu Facteur Academy**, which allowed players (and potential candidates) to “live” a week in a life of a new hire postal carrier.

It had situations of getting them up early in the morning, learning about postal work, and even elements of ethics on the job as a way of managing realistic expectations.

Gamification Elements - Netflix





No name, no reason, but **if you understand a math**
you can solve it.

The answer is **7427466391.com**. This led to another
equation to solve.

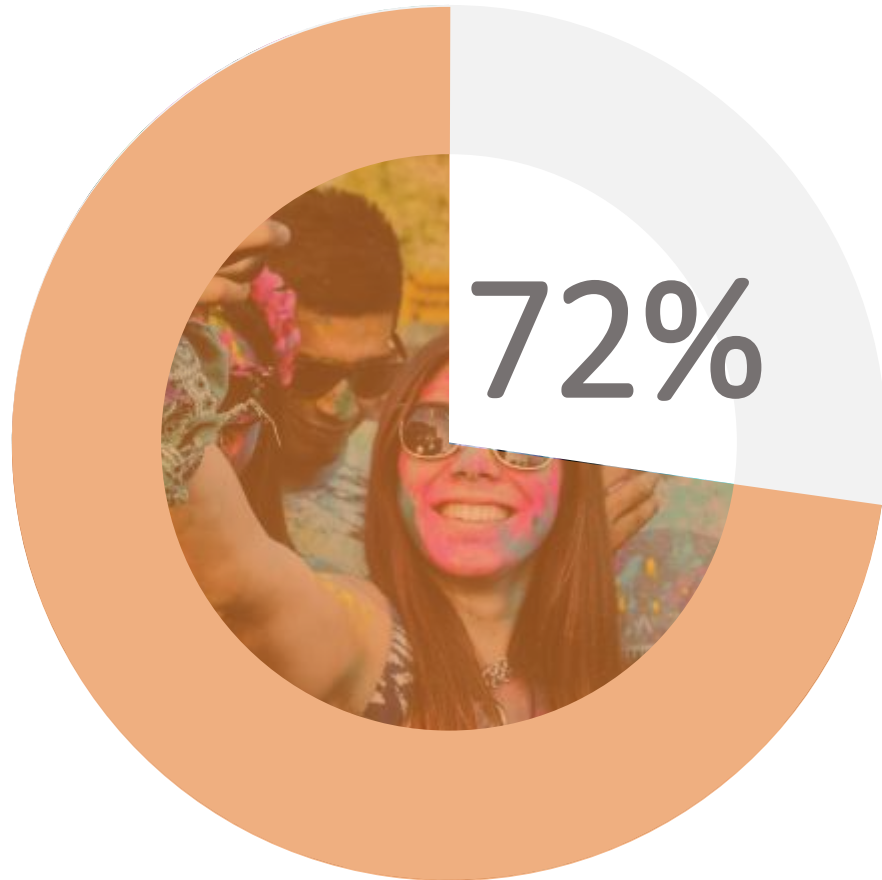
Eventually landing the few remaining contestants an
interview at Google headquarters.

Why is Gamification Important?

It's predicted that by **2020** the global workforce would be dominated by **millennials (35%)** and generation X (35%).



Millenials who grew up playing and speaking the language of games.



**Millennials will
make up 72%
of global workforce
by 2025.**

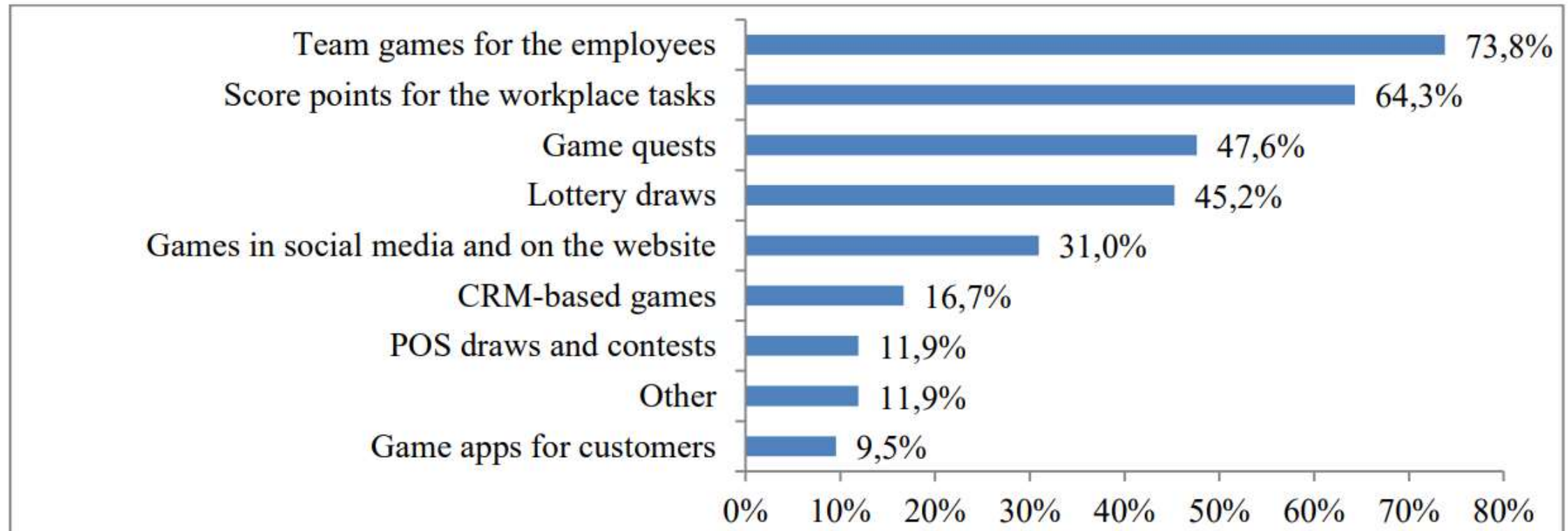
Since millennials always have their eyes on the next step in their development, they'll hungrily seek out every **challenge** they can find.

Committing to a gamified learning solution now prepares your organisation and your team for a future in which **gamification** is recognised as the **standard**.



Use of gamification in the Russian companies

At the present moment the gamification initiatives of the respondents are mostly focused on the employee engagement including gamified interactions are team games for personnel and the points and bonuses for the workplace achievements (73.8% and 64.3% respectively).*



* Alena I. Morozova, Aleksandr G. Rozhkov - GAMIFICATION TOOLS AND PRACTICES OF RUSSIAN COMPANIES, 2017

How Effective are Sourcing Presentations or Online Trainings?



Sourcing Training

Expectation



Reality

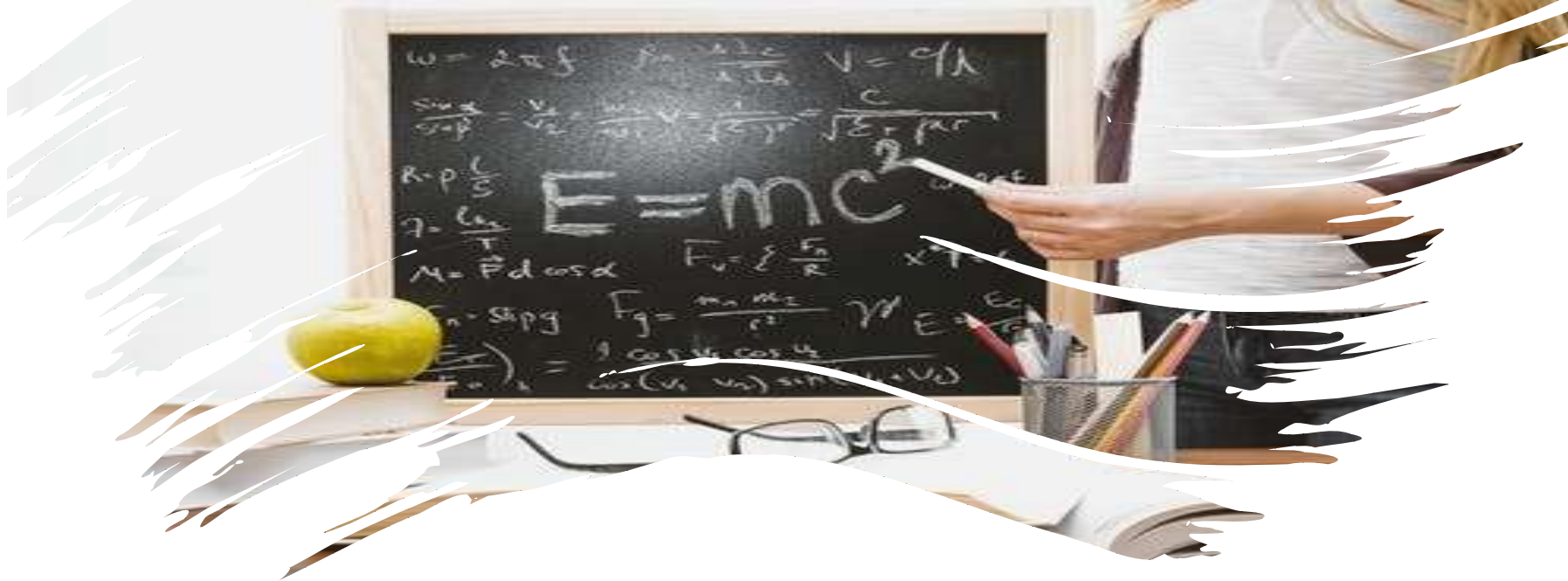


Online Training



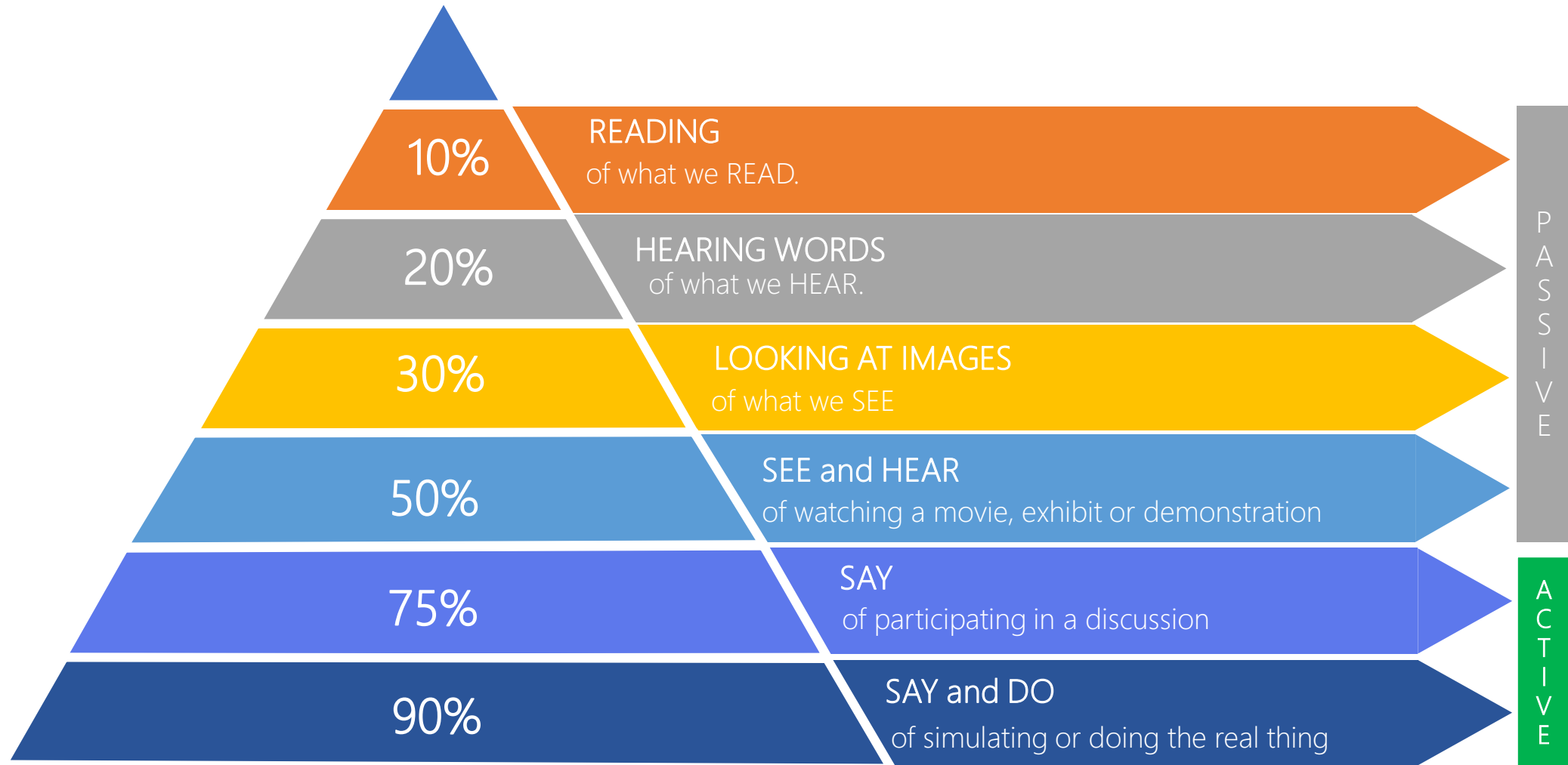
Certification





**How many things do you
remeber from your training?**

The Cone of Learning



Source: Edgar Dale, 1960

Can You "Gamify" Sourcing?



“Tell me and I forget,
teach me and I may remember,
involve me and I learn.”

- (Benjamin Franklin, 1750)

www.sourcing.games

SOURCING.GAMES
GAMES FOR RECRUITERS AND SOURCERS

PLAY FIRST GAME

ALL GAMES



GAMES FOR RECRUITERS AND SOURCERS (BUT EVERYBODY CAN PLAY)

01

SOURCING GAME #1

[PLAY NOW »](#)

02

SOURCING GAME #2

[PLAY NOW »](#)

03

SOURCING GAME #3

[PLAY NOW »](#)

04

SOURCING GAME #4

[PLAY NOW »](#)

05

SOURCING GAME #5

[PLAY NOW »](#)

06

SOURCING GAME #6

[PLAY NOW »](#)

07

SOURCING GAME #7

[PLAY NOW »](#)

08

SOURCING GAME #8

[PLAY NOW »](#)

09

SOURCING GAME #9

[PLAY NOW »](#)

10

SOURCING GAME #10

[PLAY NOW »](#)

11

SOURCING GAME #11

[PLAY NOW »](#)

12

SOURCING GAME #12

[PLAY NOW »](#)

78% SOURCERS ARE NOT GOING TO
PASS THIS FIRST LEVEL.

```
<body data-smooth-scroll-offset="">
  <div class="nav-container"> <br><br><br><br><br> </div>
  <div class="main-container">
    <section class="text-center space--lg">
      <div class="container">
        <div class="row">
          <div class="col-sm-10 col-md-8">
            <h1>78% SOURCERS ARE NOT GOING TO PASS THIS FIRST LEVEL.</h1>
            <p class="lead"> NOT ALL THINGS THAT ARE INVISIBLE ARE HIDDEN. </p>
          </div>
        </div>
      </div>
    </section>
  </div>
<!-- <div> If you're reading this you passed the first level. Pass: sourcing42 </div> -->
</div>
</div>
</div>
</div>
```



You're reading. We're hiring.
<https://flickr.com/jobs/>

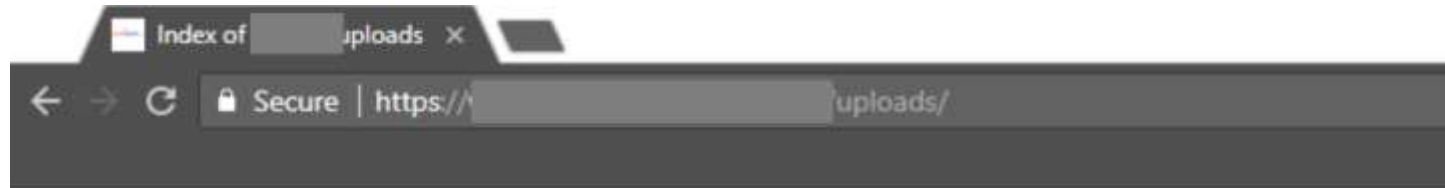
Don't see something there for you? Email us iwanttowork@flickr.com

-->

<title>Find your inspiration. | Flickr</title>

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js",""),e.paftTiming={},e.onerror=function(o,n,i,r,t){t||(t=new Error(o),t.stack=n,
cachebust="+t;r.onerror=function(){beaconError("s.yimg possibly blocked",e.location
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Peeling back method



Index of [redacted]/uploads

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Gamify the Hiring Process and Employee Training

Sourcingtest.online

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Our gamification system is the ultimate in
providing innovative assessment of
applicants and employees.

It's fun, it's smart, and it's efficient.

[SEND INQUIRY](#)

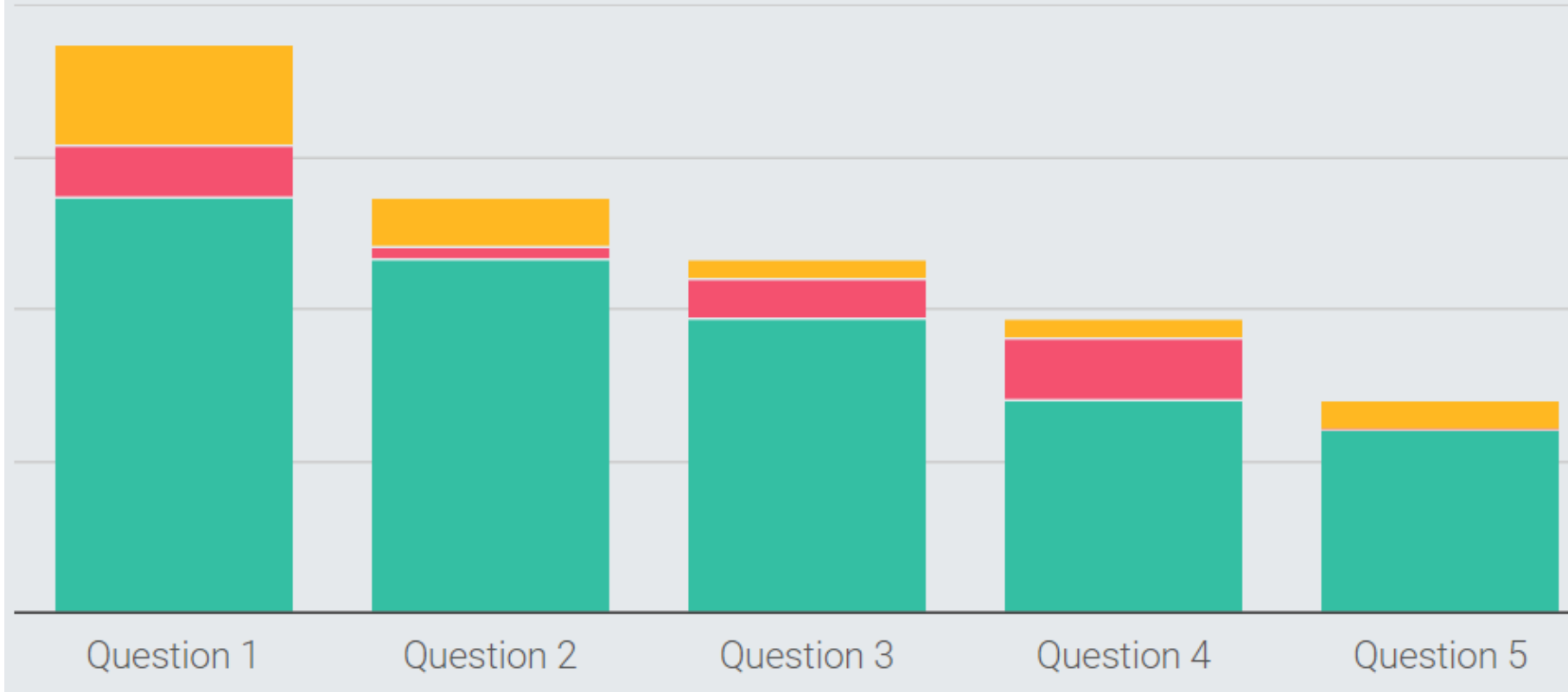


[INFO](#)

Gamification can become part of your job interview process or training. Or get into the hackathon and attract applicants you might never have reached before.

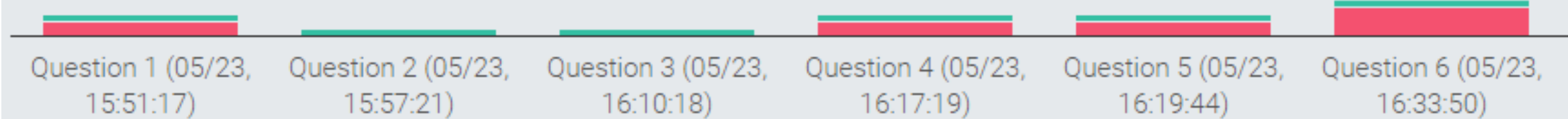
Questions statistics

Correct answers Incorrect answers Displayed but not answered



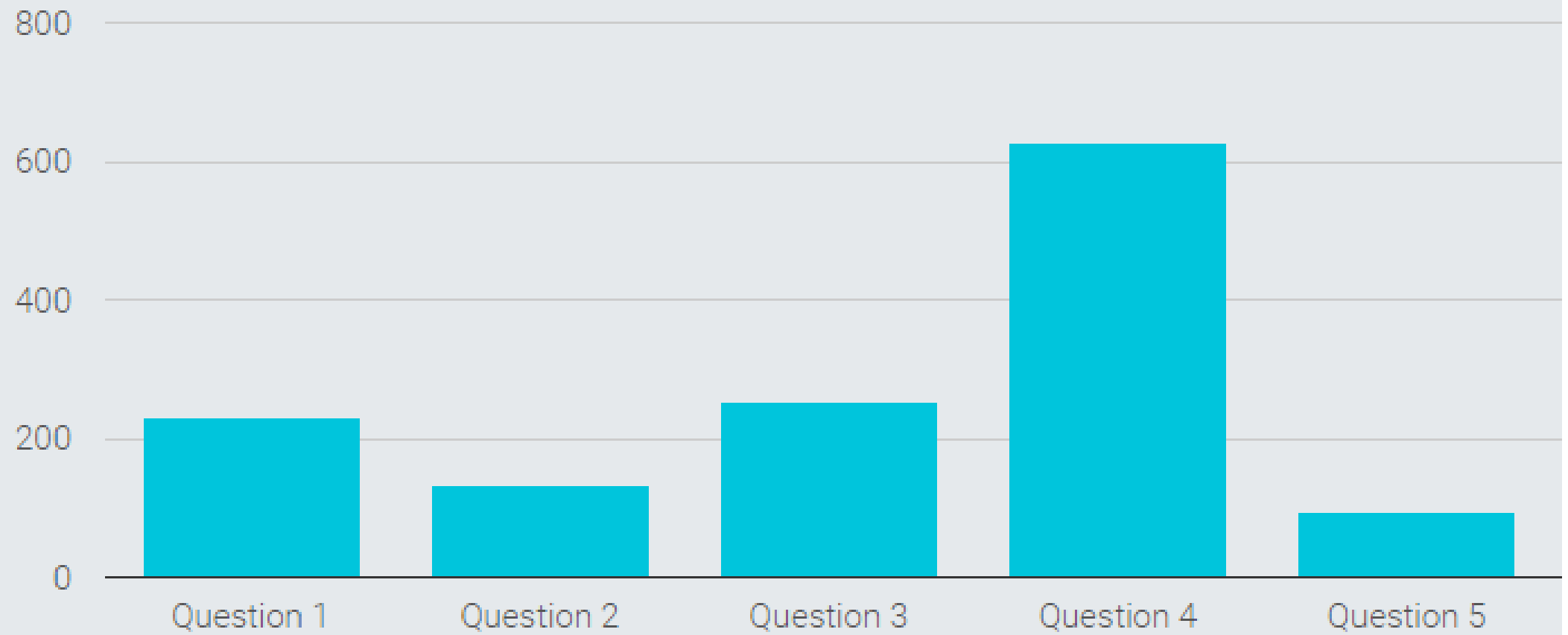
Questions statistics

■ Incorrect answers ■ Correct answers



Number of attempts

Number of attempts



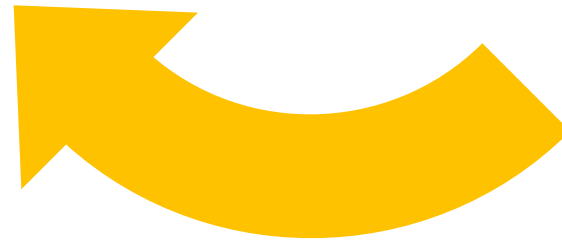
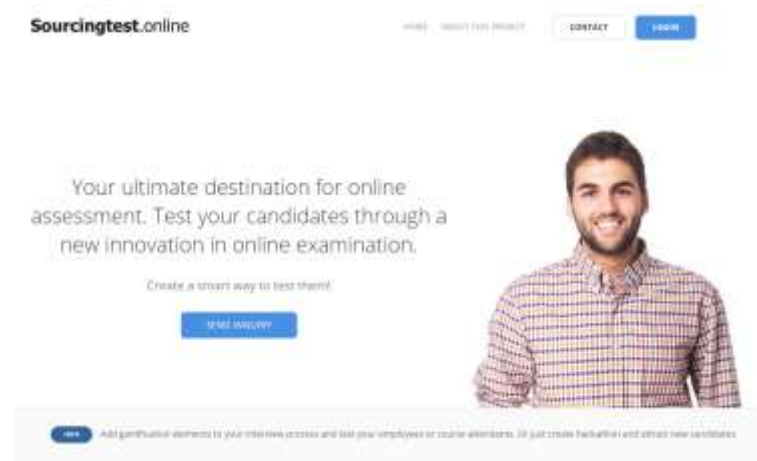
Benefits of Gamification

through SourcingTest.Online

17% more people
(In pipeline **after 1 month**)



Code: JANTEGZE



One Example

PwC

PwC in Hungary set a goal: to more fully engage its pool of candidates during the search process.

They launch a game called Multipoly, which allows PwC candidates to virtually test their readiness and suitability for working at the firm by working in teams to solve real world business scenarios.

The Results

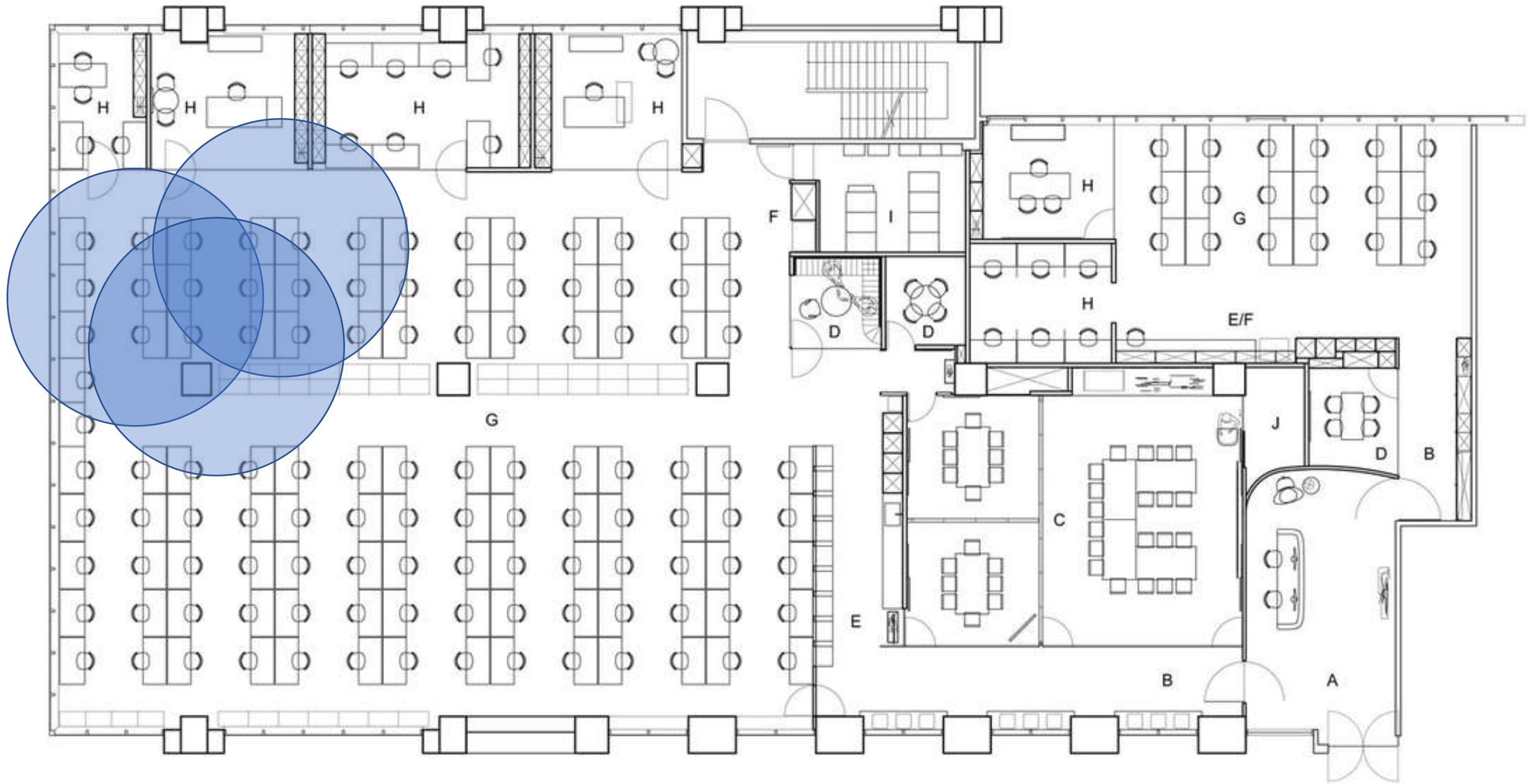
Game “pre-educated candidates about PwC and its vision, services and skills needed for success.

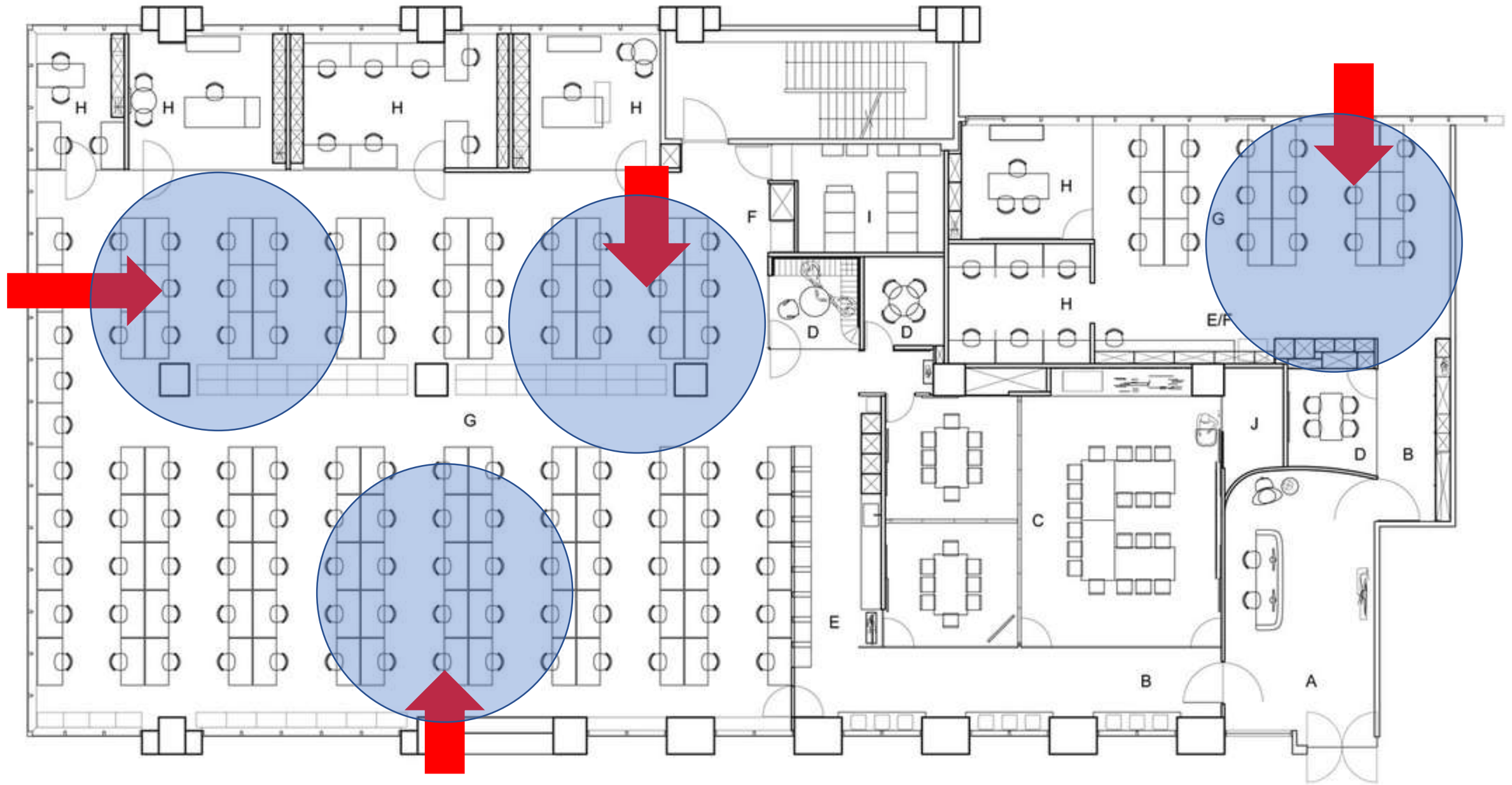
Multipoly increased the **number of applicants by 190%** and **78% of those completing the game were interested in joining PwC.**

Sourcing
and Marketing
+
Gamification









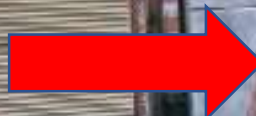


Liz

Carla

Jenifer

Tom



New Ways





Hi, this is GateKeeper project. If your story is not good enough or you feel you need support, GateKeeper.audio is here to help you. Create distraction with one click.

Coffee Shop



Bus



Metro



Traffic



Street Construction



Hallway Crowd



Street protest

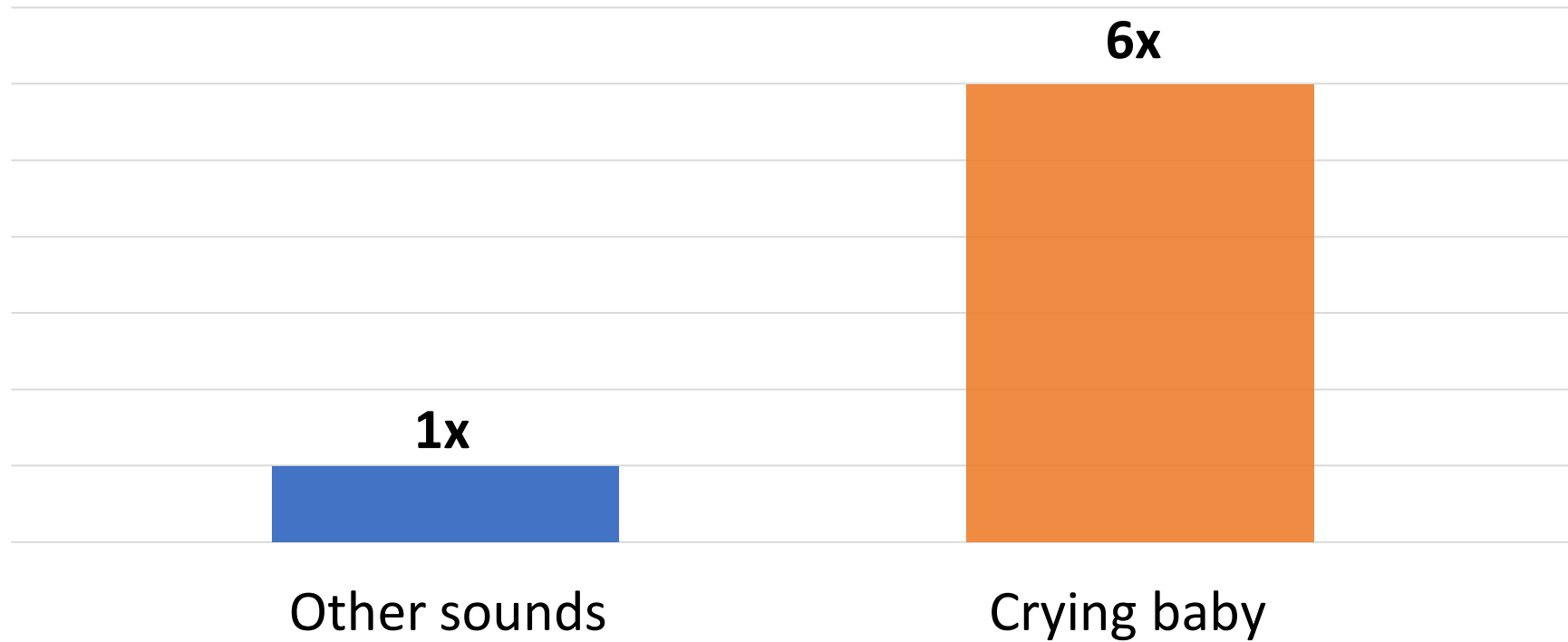


Airport





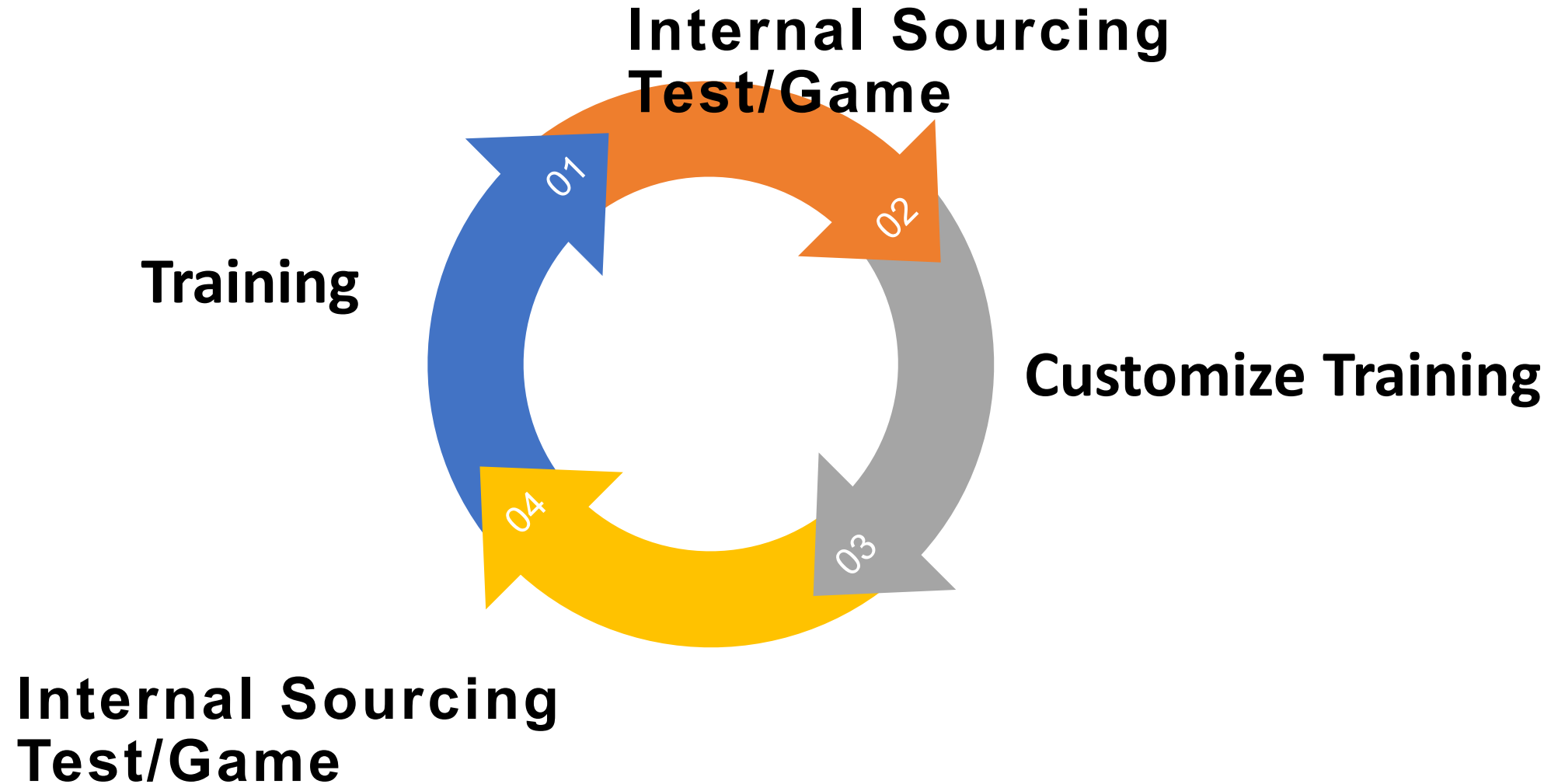
Calls with GateKeeper.Audio



Internal Training



Internal Training



Benefits of Gamification



Gamification Helps in the Following Ways:

✓ **MOTIVATION**

Keep the audience addicted and thereby motivated enough to complete your desired task to closure.

✓ **TEAM WORK**

Game elements bring team members closer and improve their cooperation and sharing information.

✓ **CHALLENGE**

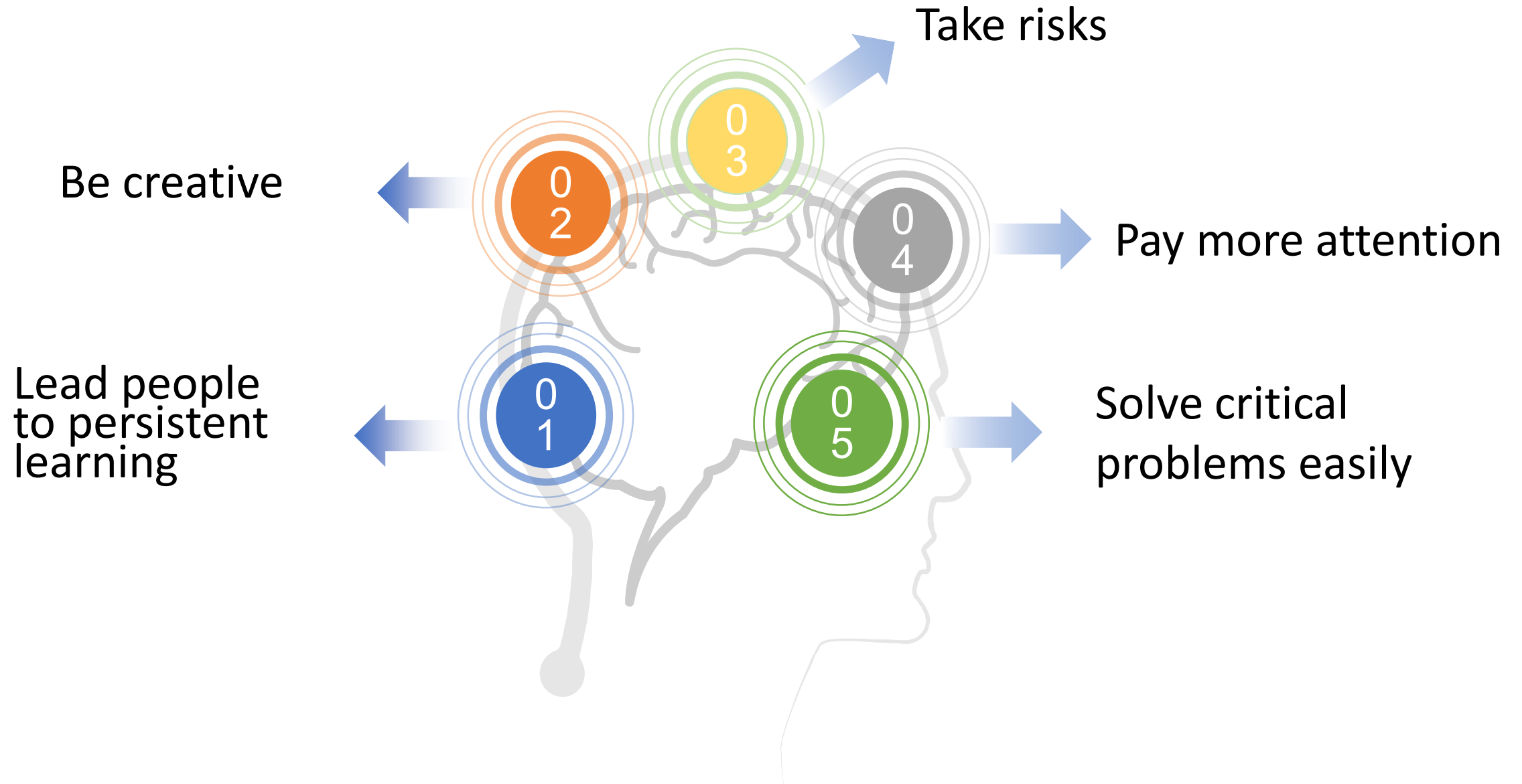
People like to be challenged; if challenge is overcome they feel satisfaction.

✓ **LEARNING**

Learners become better performers, understand processes more in depth, and have a more proactive role.

Benefits of Gamification for your Team

When Gamification is implemented in sourcing



Is Gamification in Sourcing Right for Your Team?

The answer very much comes down to identifying what problem you are trying to solve.

Gamification is a great way to incent the behavior that you want your team to have.

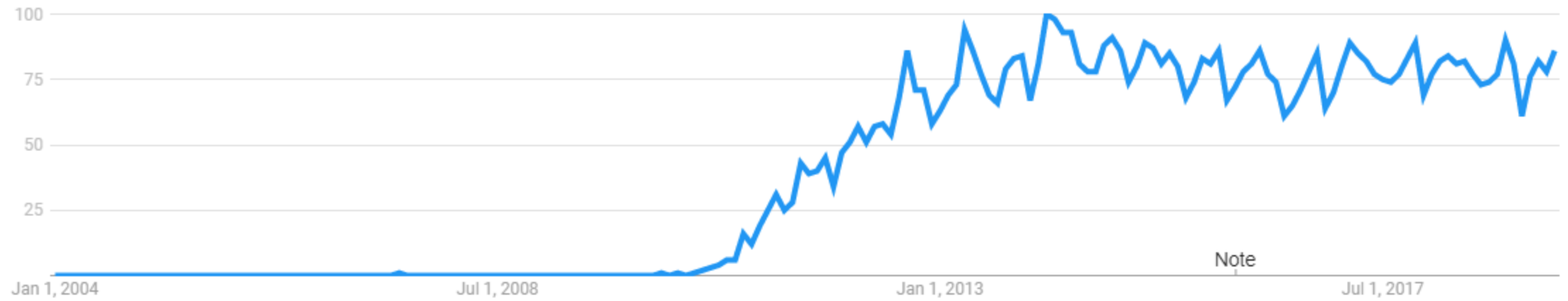


It's Gamification
just a buzzword?

Games are about data – how well you shoot,
how much time things take you, etc.

Businesses are about data, too!

Gamification - Google Trends

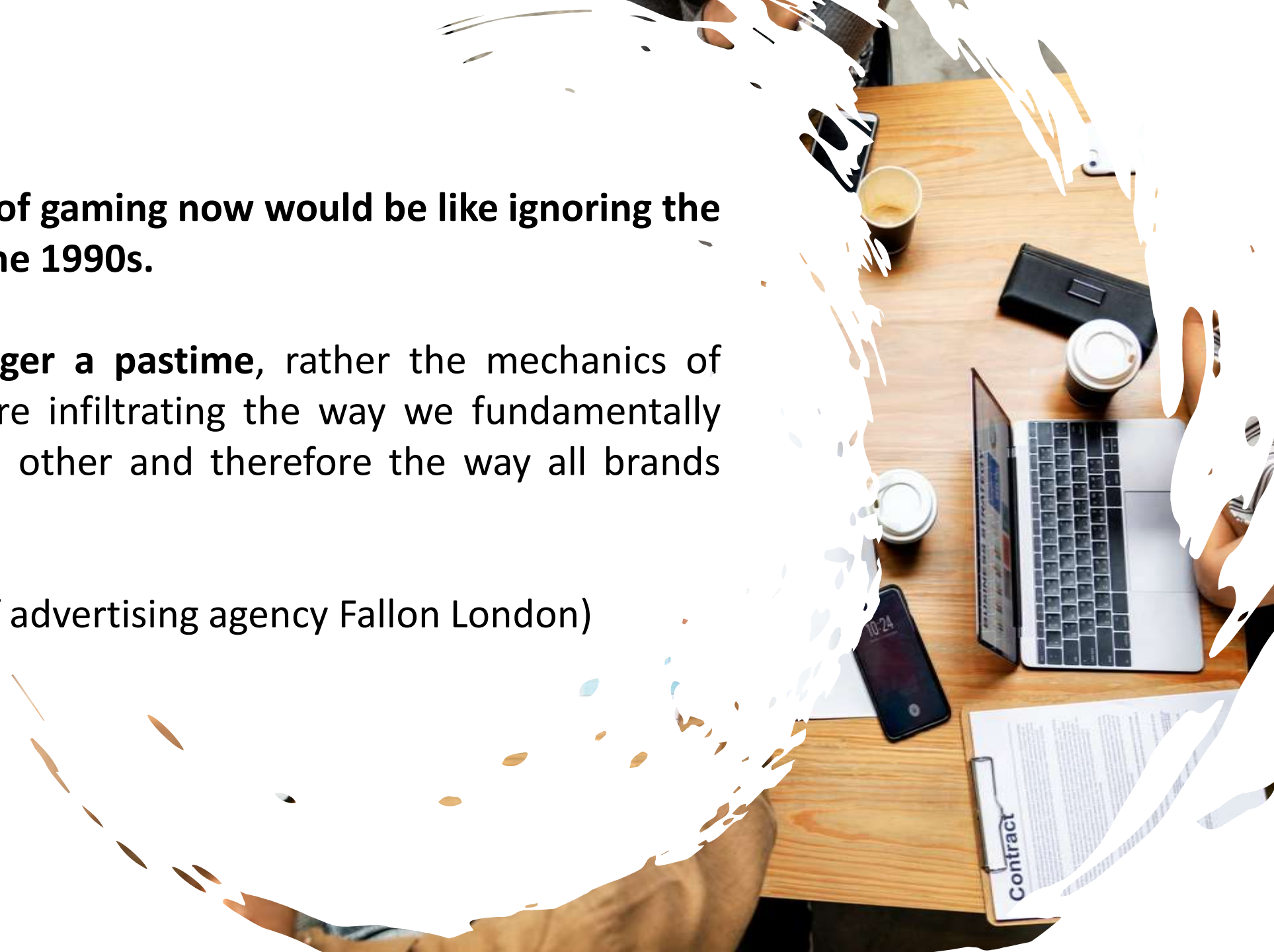


Note

“Ignoring the rise of gaming now would be like ignoring the rise of mobile in the 1990s.

Gaming is no longer a pastime, rather the mechanics of modern gaming are infiltrating the way we fundamentally interact with each other and therefore the way all brands will do business.”

(Gail Gallie, CEO of advertising agency Fallon London)



One more thing...

People want to learn,
but they would rather be
entertained.



Questions?