Gamification
Use for Content and Knowledge Management

At Your Service...Today...Tomorrow
We Appreciate The Privilege Of Serving You!

In This Issue: Gamification

What is Gamification?

By Eleonora Babayants

One of the most important components of a successful content and knowledge management program is its ability to promote and support a culture of collaboration and knowledge sharing.

Tools, processes and organizational policies are important elements but they will only get you so far. Culture is the cornerstone that will determine the willingness of your employees to participate in knowledge management.

How do you influence employees in your organization to adopt productive behaviors around collaboration and knowledge sharing? The answer may be found in a new concept called gamification.

What is gamification? It is a new and rapidly evolving area, but the following description is a good starting point: gamification is the use of game elements and game design techniques in non-game context.

That definition of gamification contains three distinct elements:

Game elements - this is about leveraging the components, design patterns, and feedback mechanisms that you would typically find in video games, such as points, badges and leader-boards. It is sometimes referred to as the engineering side of gamification.

Game design techniques - this is the artistic, experimental side of gamification. It includes aesthetics, narrative, player journey, progression, surprise, and, of course, fun. Games are not just a collection of elements, they are a way of thinking about and approaching challenges like a games designer.

Non-game contexts - some common areas in which gamification took hold include health & wellness, education, collaboration, and knowledge sharing in the enterprise.

There are three key types of knowledge management behavior:

- connect: how people connect to the content and communities they need to do their job;
- contribute: the level at which people are contributing their knowledge and the impact of those contributions on other people;
- cultivate: the willingness to interact with and build upon the ideas and perspectives of other employees, to help nurture a spirit of collaboration.

The unique selling point of gamification is the potential to learn from games and to draw on what makes games so engaging and attractive and to apply those components in other contexts.

What is behind this philosophy? While people can be drawn in to collaborate and share via extrinsic motivation, the more you can tap into their intrinsic motivations and help people realize the inherent benefits of collaboration, the more successful and sustained that engagement will be.
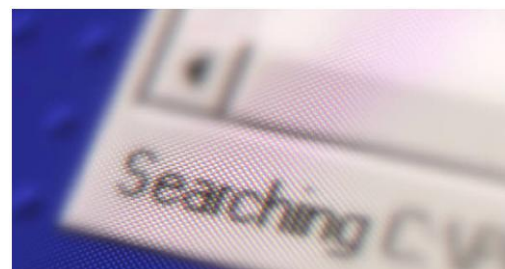
What is Gamification?

Gamification is the use of game elements and game design techniques in non-game context.

Gamification Tips

Companies can use gamification to reward improvements in knowledge sharing.

Industry News
- ➲ IBM and Box Partner
- ➲ Knowledge Gamification From RightAnswers
- ➲ Online Contextual Help From RightAnswers
- ➲ Adobe Launces Learning Management System

Gamification Tips

by Eleonora Babayants

Companies can use gamification to reward improvements in knowledge sharing such as documenting processes they work with, in content management such using a CMS to create, update, and approve documents, in document control such as using a CMS workflow to approve documents, etc.

Employees can be recognized for improvement in content and knowledge management procedures, for increasing their knowledge of these processes through training, for properly using social media or email channels or for driving traffic to company knowledge base or online portals.

Anything that can be measured in content and knowledge management can also be gamified.

Gamification can be used as a long-term or short-term strategy. In the long term, gamification ensures that processes and workflows do not end up getting monotonous over time.

Set Clear Goals

Ideally, a target goal should stretch employees to achieve a higher level of performance, but still be based in reality, using established industry best practices. The goal must be consistent for all employees and it must be clearly communicated to all employees.

Contests can lose their motivational power over time without personalization, transparency and immediate feedback.

You can use recognition and virtual rewards, for example you can put achievers' names on top of a leader-board as well as financial incentives such as gift cards. Other common rewards include posting an employee of the month photo on a board in the break room, online badges, titles or access to privileges like special parking spots or free lunches.

You reward people for what they are doing and make it clear what they need to do next to advance in the game.

For gamification to be an effective motivator, companies need to make all of the results public so team members can see where they stand compared to their colleagues. It also adds transparency and trust.

There are few technology solutions for gamification. Most gamification solutions offer a leader-board feature. These tools provide robust analytics and expert reports that can provide insight into what motivates employees and to which challenges they respond the best.

Don't Lose Your Objectives

Start with your business objectives in terms of their outcomes and keep your eyes on those objectives and validate them as you design, develop and implement your knowledge management program.

Focus on Behavior

It is very easy to get caught up in focusing exclusively on activities and end up having people busy doing "stuff". Similar to objectives, keep a focus on the behaviors you want your people to adopt and identify activities that are indicators of those behaviors.

Data is the King

You need to be able to capture, store and retrieve data. Without a way to quantify and measure it, you will be stuck in the first step.

Spread the Recognition

Don't limit the number of people who can be recognized through your program. Recognize people's efforts in a variety of meaningful ways. Some examples of recognition are:

- e-cards with 100 recognition points;
- thank-you notes from leadership;
- shout-outs in internal corporate communications;
- badges on employees' profile pages;
- feedback during the employee's performance review process.

People Will Game the System

You will need to pay attention to people who want to "game" the system. Where possible, build in approaches to limit the ability of people to do so.

Start Small and Evolve

Gamifying collaboration is not just something you build at once. To arrive at a good and sustainable knowledge management program, you need to be iterative, creating rough versions and play-testing continuously.

Gamification can really help to achieve positive results in content and knowledge management initiatives. Galaxy Consulting is on the top of developments in this relatively new field.

Anything that can be measured in content and knowledge management, can be gamified
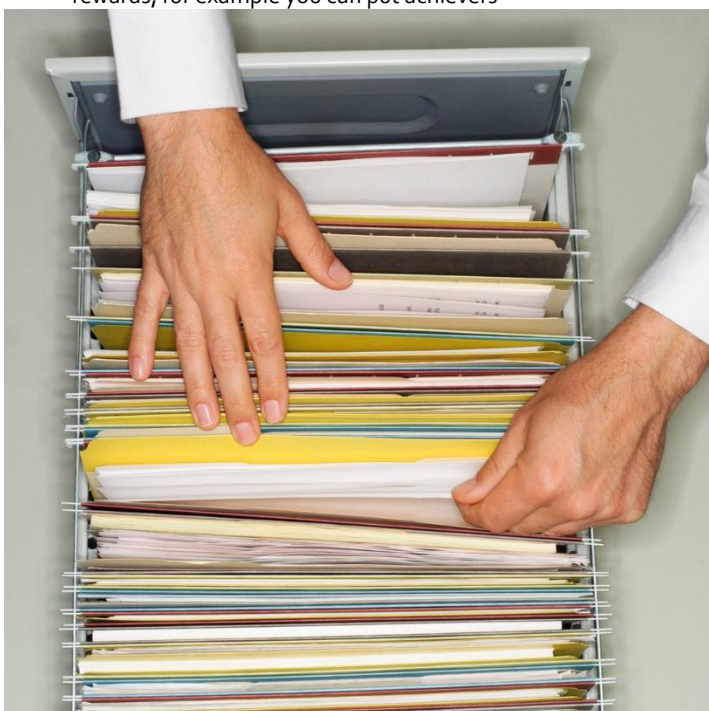
Industry News

IBM and Box Partner

IBM and Box have formed a strategic alliance that combines their technologies and resources to transform work in the cloud. They say the partnership will bring together Box's cloud content collaboration platform with IBM Analytics and Social solutions, IBM Security technologies and the global footprint of the IBM Cloud.

The companies will integrate their existing products and services and develop new solutions targeted across industries and professions ranging from medical teams working on complex cases to individuals negotiating consumer loans by mobile phone to engineers and researchers identifying patterns in patents, reports and academic journals.

Knowledge Gamification From RightAnswers

RightAnswers has introduced gamification to enhance enterprise knowledge and improve customer service by driving the right behaviors. The company says RightAnswers gamification encourages customer service agents to contribute to the knowledge and improve its quality, resulting in an up-to-date knowledgebase that can better resolve customer issues.

The company explains that companies using gamification can assign points to behaviors they want to promote, such as creating or updating a knowledge article,

Online Contextual Help From RightAnswers

RightAnswers has launched Knowledge Spotlight, which is designed to provide customers with the answers they need in the context of what they are doing in an application or website.

The company explains users simply click on the Knowledge Spotlight online help customizable avatar, and solutions from the central knowledgebase pop up, relevant to the screen on which they are working. The floating avatar is always visible and available.

Adobe Launches Learning Management System

Adobe has introduced Captivate Prime, a new self-service learning management system (LMS) that allows learning professionals to setup, deliver, and track any form of learning, according to the company. The cloud-based offering, is designed to complement Adobe's other e-learning tools, including the simultaneously released Adobe Captivate 9.

Adobe explains the new Fluidic Player in Captivate Prime provides learners with a unified playback experience for virtually any kind of content. Fluidic Player also allows learners to bookmark or add explanatory notes at any point in their content, permitting later reference.

Further, says Adobe, it enables learners to view their progress within a personal dashboard that indicates courses completed or pending, recommended courses, skills attained, badges received and information on activities that can earn them more badges and points.

About Galaxy Consulting

Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

Contact Us
Office: 650-474-0955
Mobile: 650-716-3609
info@galaxyconsulting.net
www.galaxyconsulting.net

Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.