



Gamification:

Redefine Your Limits

Measure. Reward. Repeat.



"WELL OF COURSE YOU OUTPERFORMED ME, THE INCENTIVES WERE STACKED IN YOUR FAVOR."

As a manager, in order to motivate my team/employees I would want to know some basics about human behavior. It may sound very simplistic, but employees work for things that benefit them. When a job is no longer perceived as beneficial, employees either change jobs (retention) or their performance suffers (efficiency/productivity).

Motivation can be broadly described as an influence which determines an employee's choice when one or more behaviors will accomplish a particular task. Motivation also includes the persistence and speed with which the work is pursued. On a basic level, the determining factors of work behavior are the employee receiving something beneficial and avoiding things they don't like.

At our core, we as people (and as employees) are motivated to receive benefits or to avoid pain. That statement, while basic and true, is very simplistic because there are many mitigating factors that modify the employee's choice (i.e. the direction of their behavior), as well as the persistence and the vigor of their goal directed behavior. Some of the mitigating factors are the intensity of the desire (drive), the frequency of reinforcement, the perceived value of the goal (payoff), as well as the person's expectancy that he or she has capability of achieving the goal.

When an employee anticipates that their behavior will result in receiving positive reinforcement, we say they are motivated by a reward. A person is generally motivated to act with increased persistence and energy when achieving a reward. An important consideration to make though when providing motivational incentives is understanding what reward frequency to use.

WHY CHOOSE SNOWFLY?

Founded in 1999, Snowfly has been a pioneer in the fields of Performance Incentives and Gamification. Snowfly was the **first** technology company to combine computerized incentive rewards and analysis with principles of gamification. Today, Snowfly is still a leader and innovator in applying proven employee engagement techniques through gamification-based incentives.

Where other technology vendors apply a limited interpretation to their definition of "gamification" in their tools, Snowfly continues to innovate and prove that our original application of gamification principles is the most effective at producing long-term financial benefits & results.

Leader boards, progress bars, social interaction, accumulation of points, and badge achievements are all proven applications of successful gamification, but if that is the extent of your gamification tools, you are only scratching the surface today.

Tap into Snowfly's years of expertise and learn how to unlock the power of Directed Gamification.



Inspiring Performance and Loyalty in Today's Workplace



Applying positive reinforcement must be done using a predictable pattern in order to create long-term sustainable success: 1) define and communicate the desired behavior 2) identify the parameters of success 3) create measurement/reporting tools 4) define/apply the reward 5) define opportunities for further development & improvement.

Positive Reinforcement is the most effective way to move individuals through a normal behavior learning progression, yet Positive Reinforcement is incorrectly applied more often than not.

The stimuli used to "reward" must be **consciously applied** and also must be **measurable** in order to maximize their efficiency.

Applying positive reinforcement must be done using a predictable

Human Behavior Basics: Schedules of Reinforcement

Continuous Reinforcement: The *least effective* type of positive reinforcement scheduling is providing a reward for every instance of a performed behavior because without a reward there is no reason to perform the behavior.

Fixed Interval Reinforcement: FI reinforcement involves providing a reward on a set time interval regardless of the level of performance. This produces *minimal motivation*, much like earning a paycheck every two weeks.

Example: work anniversary, birthday, paycheck schedule.

Variable Interval Reinforcement: VI reinforcement is a *very popular, albeit ineffective* method of reinforcement, because it involves rewards which seem to randomly appear. This type of schedule is often compared to fishing where the reward (catching a fish) is completely outside of the control of the fisherman, and there is little the fisherman can do to increase the odds of catching a fish other than to simply wait longer. Often times, the exact behavior that must be performed in order to receive the reward is a complete mystery.

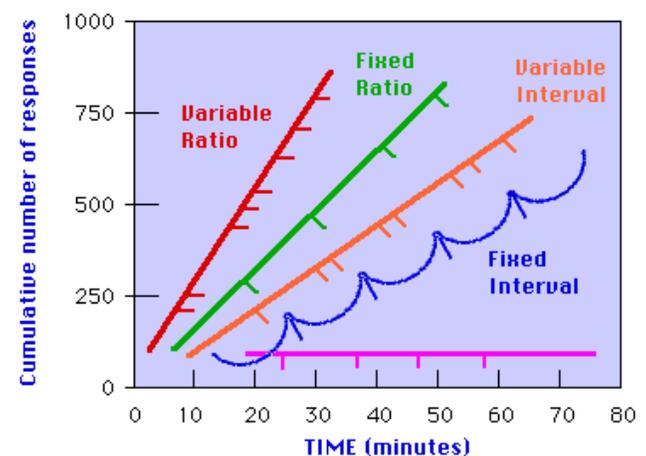
Example: Randomized "catching" of good behavior, manager performing "spot checks" or the boss was in a "good mood" today.

Fixed Ratio Reinforcement: FR reinforcement is an *effective* way to directly link performance of a behavior to a reward. When FR rewards are properly applied, the reward is easily identified with the performed behavior and the individual is able to consciously identify the reason for which the reward is being received. Most important though is that they are able to *repeat the behavior* in order to earn future rewards. The power of FR reinforcement is that the behavior must be performed a pre-determined number of times before a reward is received.

Example: KPI Metrics, performance gauges, progress bars, competition rooms/leader boards, performance thresholds; i.e. GAMIFICATION

Variable Ratio Reinforcement: VR reinforcement is the *most effective* rewarding method because it requires a behavior to be performed multiple times (similar to FR reinforcement) on an *unpredictable reinforcement schedule* before a reward is provided. There may still be an understood average number of times a behavior must be performed but the actual rewarding is seemingly randomized. A person knows they will receive a reward if they perform the desired behavior enough times but will continue to perform *more consistently and at a higher level* because the frequency of the payout is not guaranteed. **Example:** Las Vegas slot machines; VR reinforcement is also referred to as "The Vegas Principle." This is the psychology behind Snowfly's approach to gamification; it's what we call "**DIRECTED GAMIFICATION.**"

SCHEDULES OF REINFORCEMENT



5 Proven Benefits of **POSITIVE REINFORCEMENT**

- 1) Increased Engagement
- 2) Behavior Modification
- 3) Improved Performance
- 4) Employee Retention
- 5) Positive Cultural Shifts

709 E. Grand Ave.
Laramie, WY 82070
Phone: 877.766.9359
info@snowfly.com

