Gamification in the Workplace: Bridging the Gap Between Employers and Millennials

Presented by: Ryan Zelnis
Agenda

Introduction
- What is it?
- Market
- How does it fit into the workplace?
- Benefits
- Why should companies be interested?
  - Millennials
  - By the Numbers
- Gamification as a Solution
- Questions

Gamification

Closing
Sr. Strategy Consultant
8 years in Supply Chain
First Seminar
Millennial
Gamification – What is it?

Who has played game
Examples

Qualifying Miles

- 75%
- 50%
- 25%
Gamification – Market Overview

Source: https://www.cornerstoneondemand.com/rework/5-companies-using-gamification-boost-business-results
Source: https://www.researchandmarkets.com/research/42npsr/gamification

2020 $11 Billion
2018 $5.5 Billion
2015 $2 Billion
How does it apply to the workplace?
How does that benefit?

**Promotes Healthy Competition**
- Compare Performance
- Personal Competition
- KPI’s

**Objective Approach**
- Removes Subjectivity
- Fair Evaluations
- Incentive Structure

**Proactive**
- Quick Response Times
- Support Complex Decisions

**Cross Training/Strengths**
- Task Masters
- Balanced Workforce
Why should companies be interested?

Millennials
Millennials – By the Numbers

60% of Millennials leave their company in less than 3 years

Just 16% of Millennials see themselves with their current employers a decade from now

66% of Millennials expect to leave their current positions by 2020

Source: The Deloitte Millennial Study 2017
Source: https://www.forbes.com/sites/jeffboss/2016/02/26/how-millennials-are-disrupting-the-workforce-for-the-better
Securing Labor

Share of U.S. employers reporting hiring difficulties

77% of executives consider ability to attract, train, and retain talent challenging

32% of companies cite competition from other employers as greatest challenge

Source: NCMM Middle Market Indicator 2Q 2017
Millennials – By the Numbers

It costs between $15,000 and $25,000 for companies to replace each Millennial they lose.

90% of Millennials cite connection and community as their greatest need.

Source: The Deloitte Millennial Study 2017
Source: https://www.forbes.com/sites/jeffboss/2016/02/26/how-millennials-are-disrupting-the-workforce-for-the-better
Millennials – By the Numbers

90% of Millennials cite connection and community as their greatest need

- 88% of 18 to 29 year-olds are on Facebook
- 81% of Millennials check Twitter daily
- 41% of 18 to 34 year-olds are reached via Snapchat on any given day
- 57% of millennials play video games at least 3 times a week
- 40% of the gaming population is female

Source: 2017 Social Media, Statistics You Need to Know, Blue Corona
Gamification as a Solution

Monday, April 9th, 2018

Name: Ryan Z.
Title: Sr. Consultant
Location: Columbus, OH

4 Years

Monday, April 9th, 2018

Name: Maddie J.
Title: Technical Consultant
Location: Columbus, OH

2 Years

Monday, April 9th, 2018

9:05 AM - Maddie earned er safety badge

11:13 AM - Ryan has completed 40% of his daily picks

11:30 AM - Blue Horseshoe has had 57 consecutive days without a reportable injury

9:00 AM - 11:00 AM

Picking

0

1,000

512

Packing

0

100

Putaway

0

1,000

1,000

Badge 1

Badge 2

Badge 3

Badge 4

Badge 5

Badge 6

Badge 7

Badge 8

Badge 9
# Gamification as a Solution

**Employer**
- Motivated, engaged, & balanced workforce
- Employee satisfaction leading to retention
- Better business intelligence
- Helps build culture

**Employee**
- Greater sense of community
- Familiarity in the workplace
- Higher performance & satisfaction
- Skillset development
For More Information:

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