Transformation Pillar:
Talent Architecture & Capability Development

The Gamification of Learning and Instruction

Revolutionize your training approach and master the art of building successful gamification strategies that captivate learners, foster motivation, and drive impactful learning outcomes

COURSE OVERVIEW

The Gamification of Learning & Instruction course is designed to provide HR and L&D professionals with a comprehensive understanding of gamification principles and strategies to enhance learning and instruction. The course explores the concept of gamification and its application in the context of employee training and development. Participants will learn how to design and implement effective gamified learning experiences that engage learners, promote active participation, and drive desired learning outcomes. The course also covers key elements of building a successful gamification strategy, including identifying learning objectives, selecting appropriate game mechanics, integrating gamification into instructional design, and evaluating the effectiveness of gamified learning solutions.

By the end of this course, participants will have the knowledge, skills, and tools to design and implement gamified learning experiences that drive learner engagement, motivation, and knowledge retention. They will be equipped to develop a successful gamification strategy tailored to their organization's specific learning objectives and target audience. Through practical exercises and case studies, participants will gain hands-on experience in applying gamification principles to transform their learning and instruction practices.

WHO SHOULD ATTEND

HR professionals, L&D practitioners, instructional designers, and trainers, this course equips participants with the knowledge and tools to leverage gamification techniques in their learning and instruction practices for enhanced engagement and learning outcomes.

COURSE OBJECTIVES

By the end of this intensive learning journey, you should be able to:

- **Understand** the concept of gamification and its relevance in the context of employee training and development.
- **Explore** the psychological principles and theories that underpin effective gamification strategies.
- **Learn** how to design and implement gamified learning experiences that engage and motivate learners.
- **Gain** insights into selecting and applying appropriate game mechanics to enhance learning outcomes.
- **Understand** how to integrate gamification principles into instructional design and curriculum development.
- **Develop** the skills to evaluate the effectiveness of gamified learning solutions and make data-driven improvements.
- **Build** a successful gamification strategy by aligning learning objectives, target audience, and desired outcomes.

COURSE METHODOLOGY

A balanced approach between PowerPoint presentation, facilitated discussion, case studies, individual exercises and group-based activities will ensure the direct transfer of skills, information and relevant practical experience as well as show you how to effectively integrate gamification principles, design engaging gamified learning experiences, and build successful gamification strategies that drive learner participation, motivation, and impactful learning outcomes.





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