



***New training strategies and innovations for
an evolving demographic***

Gamification



Gamification

20% of adults

between 25 and 35 years of age
worldwide spend an average of

20 hours a week

playing in their free time



Gamification

Gamification is the application of game-design elements and game principles in non-game contexts;

It improves:

1. user **engagement**
2. organizational productivity
3. flow
4. **Learning**
5. usefulness of systems
6. Ability to comprehend digital content
7. Understanding of certain areas of study

- **Gamification** serves 3 purposes:

1. Changes behaviours
2. Develops skills
3. Drives **innovation**



But after all...

WHAT IS

ENGAGEMENT ?



ENGAGEMENT

IT IS A **MUTUAL COMMITMENT**
BETWEEN THE ORGANIZATION
AND THE EMPLOYEE

ENGAGEMENT

Can also be defined as...

awakening the
employee's potential
for **high performance**



ENGAGEMENT

It's the delivery that **goes beyond...**

what people would offer



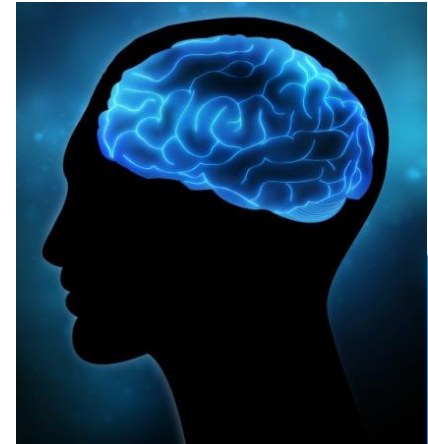
ENGAGEMENT

Is about capturing

the hearts and

the minds

of the employees



ENGAGED EMPLOYEES

Are



480%

more committed to the success of
the organization

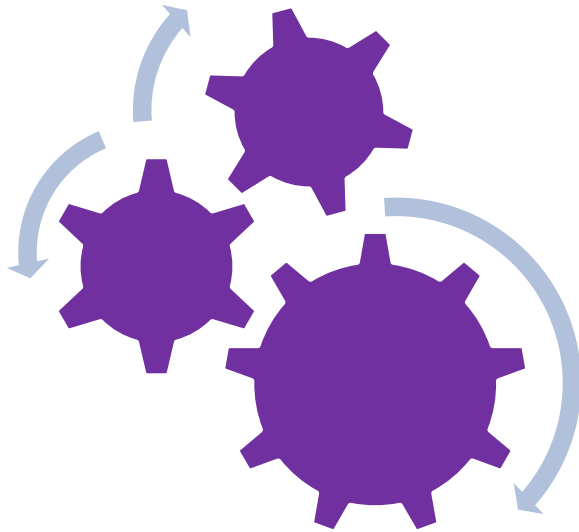


ENGAGED EMPLOYEES

Are

250%

more likely to indicate
improvements in all areas



This is your organization

7 out of 10



**Are disengaged –
they wait for things to happen**



This is your organization

According to a global survey conducted in 2013





Gamification and learning retention

10% - 15%

retention of content in traditional learning



40% - 50%

retention of content in gamification



ANAC has a Programme related to the implementation of the SSP. One of the 8 Projects of this Programme is the revision of the Training Program in Safety Operations, which was published in 2014.

• **Six different tiers of knowledge/engagement:**

1. Senior management;
2. Managers
3. Safety Inspectors;
4. SSP Auditors;
5. SMS Auditors;

6. All other employees

- ✓ Explain the role of ANAC in the SSP;
- ✓ Exemplify how their actions may impact on ANAC activities related to Operational Safety;



Target audience of the SSP game

KM and Innovation at ANAC

Technical Branch
dedicated to:

1. Knowledge management
2. Innovation

Tools/Methodologies
used:

- Design Thinking
- Blockchain
- Gamification





Way forward / what we foresee

Blockchain – is a continuously growing list of records, called blocks, which are linked and secured using cryptography.

Inviolability of :

- Training Certificates;
- Licenses;
- Registration

Design thinking – approach that generates solutions to observed challenges that impact stakeholders.

It fosters:

- Innovation culture;
- Development of Projects;
- Regulatory activities;

Trail Encounters



1st

Learning Map

Drawing of learning trails from different audiences and mapping platform interactions

2nd

Applied Gamification

Definition of gamification and engagement resources to be used and gamification of interactions.

3rd

Digital Game Jam

Brainstorm, Ideation e prototyping of multiple digital learning games within the trails.

4th

First Impact


*Choice of the digital game with greater potential for generating high impact and engagement
+ Refining*

Trail Encounters



MVP

Construction of the first functional prototype by the production team, to tangibilize the solution.



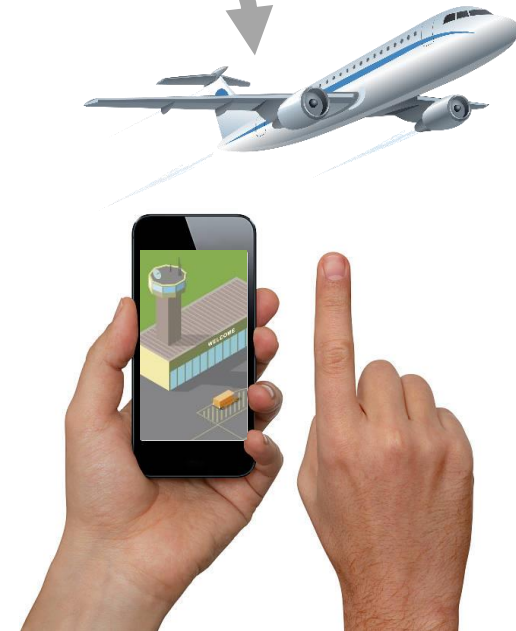
5th

Stuffing the Game

Co-creation of content, cases, challenges and game experiences to fill the first digital game.

Taking off

Completion of the first digital game and creation of presentation of the computerized platform.





THANK YOU!!

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