

Gamification Surveyor Certification (Level 1): A Learning and Design Adventure Through the Fundamentals of the Gamification for Learning

Date and Time: April 26, 2024 9am – 4pm

Location: St. Louis, MO (Exact location is to be confirmed)

Intended Audience

This program is for L&D and HR professionals interested in improving their design skills in preparation for shifts in learner expectations.

Description

This hands-on certification takes you through the 5-step, trademarked, and proven process of gamifying your organizational quest. By following the 5-step plan, you are essentially assured a successful outcome.

The ONLY Gamification Certification that earns you recertification* credits with SHRM, HRCI, and ATD.

Equip yourself with the current best practices in Talent Development to enhance your career. Soon, you'll be creating and delivering programs that not only engage learners, but you'll also be able to show a clear Return on Investment.

Gamified and game-based learning increase user engagement and enjoyment. Whether you're making eLearning or instructor-led training for online or in a classroom, you can apply a proven framework to drive learner engagement and achieve your learning and business objectives. The goal is to increase learning and engagement through key concepts found in game design and behavioral psychology. By adding game mechanics to training, gamification not only increases interest, it makes training "fun."

Whether you are a new or seasoned learning professional, this certification will help you quickly learn how to adapt a gamification strategy for your programs. NO CODING SKILLS REQUIRED!

Agenda

In this 6-hour certification program, you will use an L&D case study as you overlay the 5-step Game the System™ model for gamification learning design, gather data, and participate in problem-solving and assessment exercises.

An individual who has earned a Gamification Surveyor Certification (Level 1) has received introductory training and demonstrates the necessary understanding of the fundamentals of gamification, and has completed basic training in the trademarked and proven model for gamification learning design, that includes:

- 1) Separate games vs. gamification
- 2) Write effective OKRs
- 3) Define learner personas and explore gamified instructional approaches that meet those needs
- 4) Adopt three or more story-writing strategies to craft an adventure for your learning program
- 5) Identify the main psychological concepts related to gamification
- 6) Map at least six game mechanics to a player journey
- 7) Draft an outline of a gamified learning program and receive feedback on your concept.

Outcomes

The goal is to increase learning and engagement through key concepts found in game design and behavioral psychology. By adding game mechanics to training, gamification not only increases interest, it makes training "fun."

At the end of this session, participants will be able to:

- Understand how key concepts found in behavioral psychology and game design can increase learning and engagement
- Have a five-part process for gamifying a learning program
- Demonstrate a return on investment for your gamified learning program

Takeaways for Participants

1. Game the System™ “game board” of the 30 necessary steps for creating successfully gamified learning programs
2. All handouts and ancillary tools
3. Analysis and feedback of a proposal for gamifying a case study or real program
4. Sententia Level 1 Surveyor digital badge with metadata about the program and work completed for employers, recruiters, and potential clients
5. HRCI, SHRM and ATD recertification credit documentation for each registrant

Speaker

Monica Cornetti,
Founder

Sententia

Monica works with individuals and organizations who want to learn how to think differently to achieve uncommon results. A gamification speaker and designer, Monica was rated #1 among the “Gamification Gurus Power 100” by RISE in 2015, 2016, 2017, and 2018; and was also recognized as a Top 3 Finalist in the “Gamification Guru of the Year Award” by the World Gamification Congress held in Barcelona, Spain.

Monica is the Founder and CEO of the Sententia Gamification Consortium. She authored *Totally Awesome Training Activity Guide: Put Gamification to Work for You*, and is a co-author of *Deliberate Fun: A Purposeful Application of Game Mechanics to Learning Experiences*. Monica is hired for her skill as a gamification speaker and is considered at the top of her field in gamification design for corporate learning.

She is a graduate of Seton Hill with a BA in psychology, and The University of Houston-Victoria where she earned a Masters Degree in Economic Development and Entrepreneurship.

Jonathan Peters, PhD
Chief Motivation Officer

Sententia

Jonathan Peters, PhD, has spent over a decade studying the science and art of motivation and persuasion. As a speaker, he has helped audiences from Melbourne, Australia to Augusta, Maine more effectively communicate with their customers and team-members.

Since joining the Sententia team, he had applied his knowledge and study to make learning more enticing, engaging, and encouraging through gamification.

Jonathan is co-author of *Deliberate Fun: A Purposeful Application of Game Mechanics to Learning Experiences*. He now calls South Padre Island, TX home.

CPLP Recertification Credit

CPLPs earn one recertification point/credit for each physical hour of continuing education within one's current role/job or involving a new experience or content. You will need to keep records of the event and prepare any required paperwork. [Visit the CPLP webpage](#) for complete information.

Six recertification hours for this workshop.

HRCI and SHRM Recertification Credit

This program is eligible for self-certification for HRCI and SHRM recertification credits. You will need to keep records of the event and prepare any required paperwork. Visit the [HRCI recertification webpage](#) or the [SHRM recertification webpage](#) for more information.

Alignment with ATD's **Capability Model**[™]

Developing Professional Capability

- 1 Learning Sciences
- 2 Instructional Design
- 3 Training Delivery and Facilitation
- 4 Technology Application
- 6 Career and Leadership Development
- 8 Evaluating Impact

Impacting Organizational Capability

- 1 Business Insight
- 3 Organization Development and Culture
- 4 Talent Strategy and Management
- 5 Performance Improvement
- 6 Change Management
- 8 Future Readiness

