

Are games the way to build team culture?



Gamification is the use of game elements and game design techniques in non-game contexts, including business. The concept is that by redesigning everyday routines to contain more game-like and interactive elements, activities such as employee training and recruiting can be made more engaging, fulfilling, fun and productive.

With the potential to direct behaviors towards business objectives, motivate and improve outcomes such as performance, engagements and retention. This is a process to export the opportunities of gamification for HR professionals.

Research suggests that gamification is much more than a passing fad; it can be a key part of an organization's strategic human resources management (HRM) approach. While gamification of Human Resources may be in its early stages, an understanding of the opportunities that it offers can only be an advantage for HR Professionals.