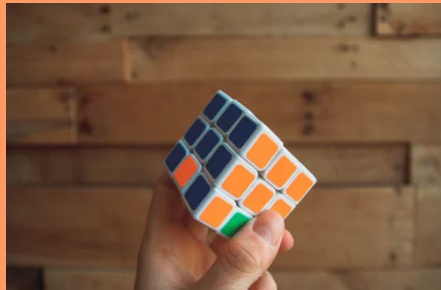




EMPOWERING
coach



Motivational Design




Games

Neuroscience View

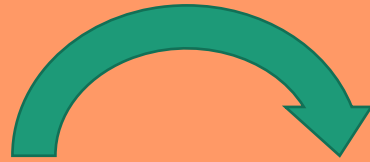
- The Hippocampus controls **recall**
- Dopamine creates **positive associations with learning**
- The Brain processes stories better than facts
- Badges & Rewards can trigger **serotonin release**
- Playing games **releases endorphins**
- Playing games **keeps the brain fit**
- Gameplay **reduces stress**
- Learning games help deal with cognitive **overload**
- Games teach **work skills**

The Game Player's Brain

GAMERS

- Are better at **solving problems**
 - Are lateral **thinkers**
 - Think more **creatively**
 - Experiment
 - Are **strategic planners**
 - Look for patterns
 - Are social learners
 - Have better **visual acuity**
 - Have better **attention spans**
- 

Gamification - Meaning





How it works



competition

mastery

learning

status

challenge

socializing

connection

closure

feedback

achievement

Self-expression



Gamification - Examples



Gamification – Example 1



Gamification – Example 2



Gamification – Example 3

Badges








ISTE



Leaderboards

Hero Hierarchy:

- 1  Gareth Baxter
93 Badges
- 2  Paul Kerins
73 Badges
- 3  Richard Culpin
68 Badges
- 4  Dmitry Knyazev
60 Badges
- 5  Laura Castiglione
58 Badges





Work & Play