In 2020, let's put the power of games to work!

It is in the nature of playing games to inspire us to create. If we apply the concepts of games into a non-game environment, people can change their attitude towards various activities and ultimately — change the world.

Gamification is the future of education and business strategies all over the world, as statistics show. People enjoy different activities and hobbies.

But one thing unites us — **we all love to play!**

What is Gamification?

Apply game-oriented activities to a non-game environment. Gamification uses gaming mechanics to increase the sense of recognition and encourage retention in a non-gaming environment. Target groups are stimulated to express themselves through memorable actions and motivation games for work and for educational programs.

Gamification in training: Does Gamification Have a Place in my Business Strategy?

Business gamification is one of the best ways to boost employees' motivation. Gaining rewards and recognition and adding achievements on your list of tasks is a guaranteed way to win the heart of your employees.

Gamification has the power to improve your business performance. In recent years gamification became a big deal. Most major organizations have already implemented gamification in their business strategy. Why? Because their leaders understand the importance of employee commitment and motivation.

Statistics about Gamification

Tremendous progress in business value:

(Source: Digital Chalk*,* eLearning Industry**,** Statista*)*

- In 2015, the gamification market was worth $1.7 billion. In 2018, the gamification market was estimated to be worth $5.5 billion**.** By 2021, the estimated global market value of gamification will be $11.94 billion. By 2025, the global gamification sales revenue is estimated to reach $32 billion.

- 93% of marketers love gamification.
- The number of active video gamers worldwide in 2020 is 2.7 billion.

In 2019, 79% of employees claim they have gained motivation and purpose at the workplace because of gamified activities.

(Source: Talent lms)

- **95% of employees** enjoy using gaming-inspired elements in their work.

- 97% of employees of age 45+ claim gamified activities improve the quality of their work.
- 50% of startups incorporate gamified activities in their strategy.

90% of employees feel more productive when using gamification.

(Source: Medium.org)

- Only 28% of people feel motivated during non-gamified training.
- Using gamified activities increases motivation by 48%.
- 69% of employees intend to stay with a company for 3+ years if they use gamified activities.

In 2020, 89% of employees would spend more time on an app or software if there was a gamified element.

(Source: Talent Ims)

- 89% of employees would feel more engaged in the workplace if there were gamified activities.
- 95% of employees enjoy using gaming elements.
- Gamification can boost your business in unsuspected ways!

89% of employees say a gamified task at work makes them more competitive.

(Source: Talent Ims)

- 62% of people claim they would feel **more motivated** if given the chance to compete with their peers.
- 26% of people say they prefer gamified activities that include **real-time feedback** on performance.

83% of employees claim they feel more motivated when their training is gamified.

(Source: Talent Ims)

- By 2021, the number of **active video gamers in the world** will be 2.72 billion.
- In 2019, 59% of employees are granted points on an app or software at the workplace.

In the future, people will be able to use gamification to develop skills. With the miracle of machine learning, a viral and augmented reality one thing is for sure – there is a lot of potential in the future of gamification.

In 2018, 90% of people worldwide believed learning technologies are effective.

(Source: Statista)

- 89% of respondents in surveys say that a point system would make them feel **more engaged** with the workflow.
- 65% of American adults are video gamers.
- In 2018, 81% of respondents in surveys claimed that gamified activities boost their **sense of belonging**.

Gamification participants score 14% higher in skill-based assessments.

(Source: eLearning Industry)

- 89% of survey respondents claim that if a task is gamified, they feel eager to complete it and are in a competitive mood.
- Only 3% of people remain unproductive during a gamified training.

63% of respondents in the US say that playing games is very important for their children.

(Source: Statista)

- 97% of kids play video games.
- 60% of US teens play games on a console.
- 2.5 billion people played video games in 2016.

The most popular gamified elements used by educators and employers are creating challenges and designing *leaderboards*, a *points-and-scores* system, dividing tasks at *levels* and winning badges for achievements.

Team-building activities with gamified elements are the latest trend in the corporate world. The real challenge is to implement gamified elements in the workplace and in education programs all over the world.

Playing games is a super easy and fun way to get the full attention and dedication of your audience. Every kindergarten teacher and corporate team leader will tell you that.

Nowadays, playing video games is already a part of our culture. Imagine if we use the dedication and vigor, with which kids play video games, and channel that into a creative and academic environment.

Children at schools are bored, and employees are the same way – they spend 8 hours every working day doing something dull. Gamification provides an ongoing learning experience, which can be measured and which can give feedback to the learner.

Sources: Digital Chalk, eLearning Industry, Business.com, eLearning Industry, Talent ImsMedium.org, review42.com, Forbes, Talent Ims, Optimonster, Talent ImsMedium.org, Statista

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