



Gamification explores the probability of bringing the fundamentals of gaming techniques and practices to real world scenarios of everyday functions within and outside of organizational constituencies.

Gamification brings the potential of creating greater excitement, motivation, rewards, challenges, thrills and engagement among people in performing tasks².

This can lead to greater collaboration and innovation by transforming perspectives, perceptions and the way people approach their work.

It is natural human behavior to find excitement in tasks that bring rewards, thrills, challenges and entertain the mind - in turn bringing an instinctive tendency to feel more engaged in performing tasks. Gamification tries to exploit this behavioral idiosyncrasy of the human psyche to bring elation into everyday work.

The concept of gamification is not entirely new (marketers have effectively used game mechanics in their campaigns e.g. reward-points and royalty programs). However, the application of gaming fundamentals is now getting redefined.

Organizations are looking at possibilities of embedding the gamification culture through their structural layers. By bringing gamification into work, organizations will be able to potentially tap significant opportunities for enhancing productivity, bringing greater engagement into their work culture and breeding innovation.