



# THE TYPES OF GAMIFICATION PLAYERS BY EFECTIO

Gamified programs enable everyone on your team to join as a player to learn, develop, and build skills together.

Data from "The 2019 Gamification at Work Survey" shows that (Apostolopoulos, 2019):



Gamification lifts productivity by 89% and happiness by 88% at work.



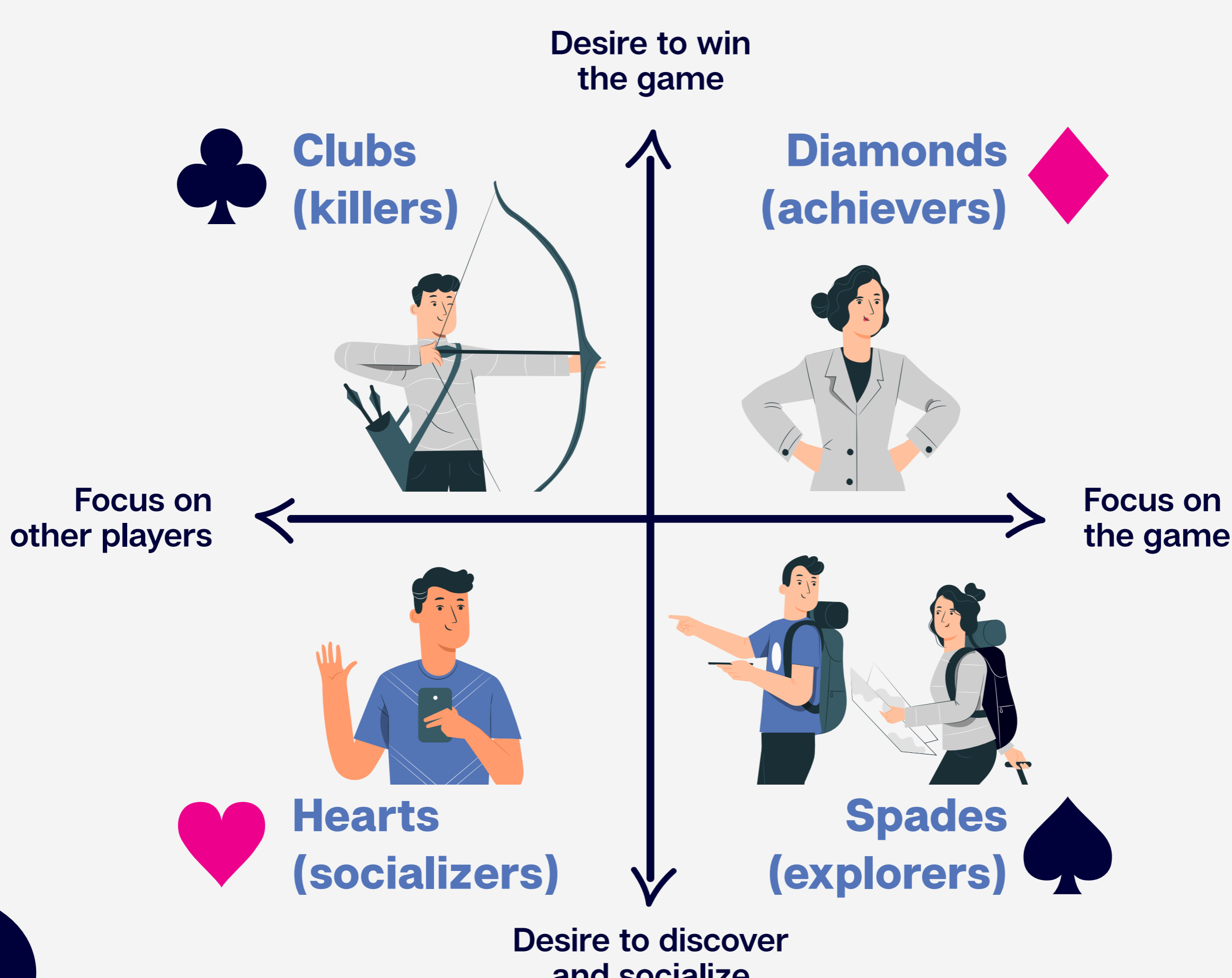
At least 33% of employees desire more game-like features in training and 89% believe gamification will make them more productive.



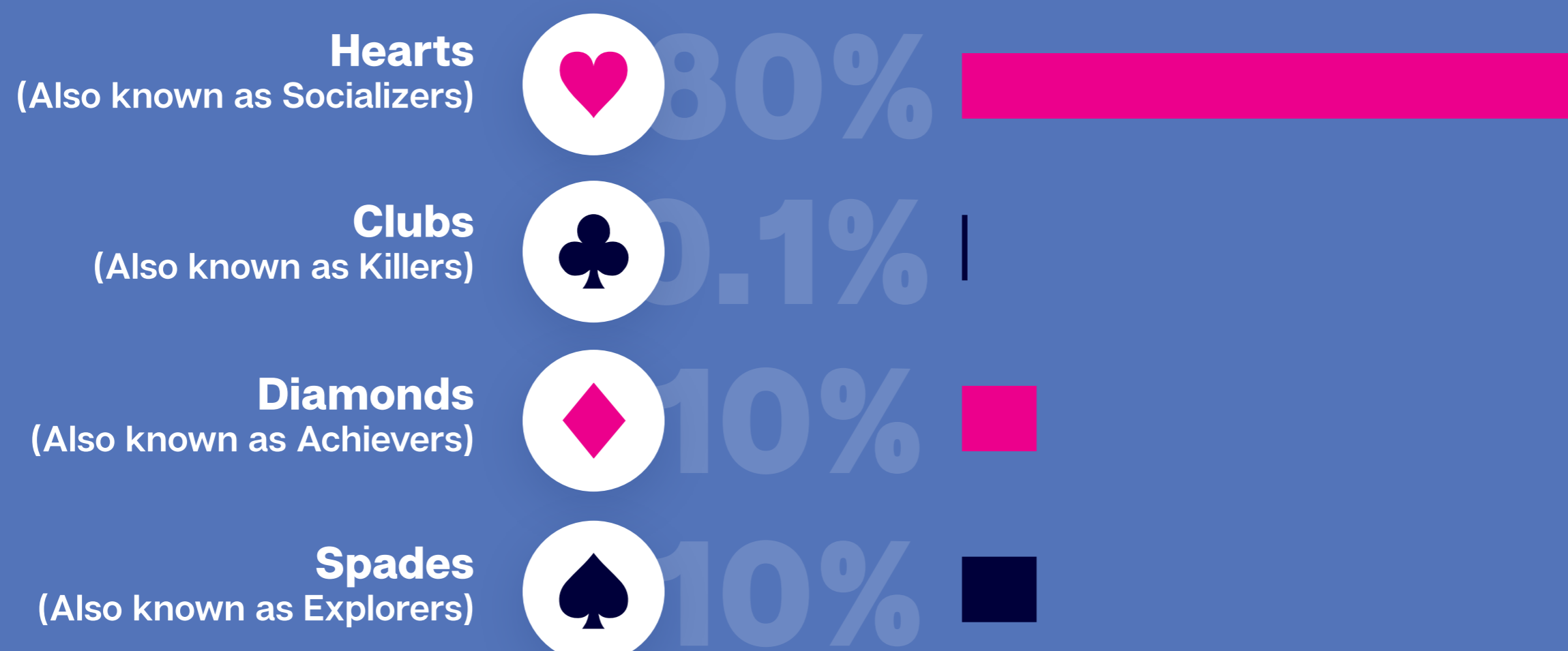
In the survey, 78% believe that gamification makes a company more desirable.



## THE AXIS PLAYERS FALL INTO



## THE FOUR PLAYER TYPES



### Hearts

Focus on collaboration, interaction, and achieving goals with a team. The competitiveness may vary, but their ambition will not. Hearts focus on the bigger picture rather than personal honors.



### Clubs

Clubs, defined as the most competitive players, react to competition with motivation to dominate and win. Clubs' motivation not only drives them to win but also makes others lose.



### Diamonds

Diamonds strive to win. Points, goals, recognition, and wins in the game motivate and drive these players. Diamonds likely enjoy showing off their victories too.



### Spades

Want to discover new things. The strategy and points they earn have no meaning. The victory for Spades lies in unlocking secrets and exploring—pushing the limits of the game.

**WANT TO KNOW WHAT TYPE OF GAMER YOU CLASSIFY AS? TAKE BARTLE'S TEST HERE:**

[www.matthewbarr.co.uk/bartle/](http://www.matthewbarr.co.uk/bartle/)



## TO ENSURE THAT GAMIFICATION EFFORTS PROVE EFFECTIVE, CONSIDER:

- ✓ Alignment of your team with the mission
- ✓ The strategic direction's level of accessibility to team members
- ✓ The cohesiveness of the team and the workplace culture
- ✓ The diversity and balance of members on the team; understand the player types, dynamics, and use their strengths