30 UNIQUE IDEAS FOR GAMIFYING AND INCENTIVIZING LEARNING
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INTRODUCTION

One of the most difficult parts about applying learning theory is coming up with concrete examples about how it can work in a learning strategy. We thought we’d help you out by coming up with thirty out-of-the box ideas for gamifying and incentivizing that you can use in your own company. Many of them are methods that we’ve seen companies implement effectively in real life, either in elearning or in some other online or real-world environment. A few are some ideas we dreamed up that we’d love to implement if we were designing a course.
WAYS TO PUBLICLY RECOGNIZE HIGH PERFORMERS

Part of gamification is competition. After all, what’s the point of learning fire hazard safety if you can’t rub it in your coworker’s face you learned it faster? Publicly recognizing employees for what they’ve done breeds personal motivation. Not only do learners want to compete, but seeing what others have done can serve as inspiration. Plus, they might even want the recognition themselves.

1. Exclusive forums for high performers

Only allow LMS users with a certain number of points or accomplishments to enter exclusive, private forums on the discussion board. It will not only encourage your best team members to socialize and connect, but motivate those tempted by secrecy.

2. Publicly display earned certificates

Whether it’s a corkboard in the break room or a slack channel devoted to learning accomplishments, give your achievers a pat on the back in public. Not only will it give them a sense of accomplishment, but will let everyone know who can help them with which skill sets.

3. Use leaderboards in the LMS

Let learners compete for the top spot!

4. Learner of the month

Create a newsletter feature to recognize someone who is learning a lot. Or post shout-outs on company social media. A secondary benefit to this is that featuring how they accomplished what they did can inspire others to do the same.

5. Maintain a public list

Keep a learner wall in the office or break room which lists the names of employees who have reached a high milestone in their learning journey. Something as simple as this can inspire and motivate.
LMS PERSONALIZATION

One of the challenges that companies face in engaging learners and promoting a culture of learning is getting learners to make a habit of logging into the LMS and make elearning a part of their day. One way to get people to be interested in what’s on the LMS is to ask them to have a hand in it. These ideas motivate learning through incentive at the same time as making learners more invested in LMS content.

6. **Content creation contest**

Ask your employees to team up and create content they feel is needed in the LMS. This can be anything from a course to a downloadable reference sheet. You can also specify the topic. Award the winners of the contest and offer public recognition. And, of course, publish their content for everyone to use.

7. **LMS theme artwork contest**

Ask employees to submit artwork for the LMS theme. The winner gets a small prize as well as the reward of their work being on public display for everyone who logs in. The bonus is that the LMS will now be a nicer environment for learners to enter.

8. **Earn special LMS themes based on accomplishments**

Employees who are tired of looking at the same colors and branding all day will love this one. Maintain a gallery of cool, personalized theme artwork. For example, space themes or nature themes. Allow learners to use points or levels to purchase desired themes. You will need an LMS that allows themes to be personalized on a user-to-user level (like eLogic's eSSential LMS) for this to work.
CONTENT EASTER EGGS

An "easter egg" is a gaming element that has been around for a long time. They are hidden pieces of content that are separate from the rest of the game but reward the gamers who find them. They're used to encourage exploration. They also encourage competition within the gaming community.

Easter eggs in video games are hidden treasure chests or prizes. But in the LMS, any piece of content can be an Easter egg. Videos, funny graphics, and more can act as a secret prize for those who are motivated to go out of their way to learn. Here are two ways to implement Easter eggs in your LMS.

9. **Hide prizes within optional content**

To reward users who go the extra mile, hide prizes within optional training within the LMS. Include a screen that asks the user to contact their HR representative to collect a small gift card, candy bar, lunch voucher, or whatever prize you deem appropriate. If you let learners know there are prizes to find, they will be motivated to open courses and start looking.

10. **Easter egg scavenger hunt**

Include fun secret memes and videos throughout the elearning courses and challenge users to find them all. Those who find them all – or find them first within their department – can earn a small prize, whether it's some extra points, a small gift card, or public recognition and bragging rights.
OTHER UNIQUE SYSTEMS OF INCENTIVIZING

Sick of badging and points? Here are some other systems for incentivizing learners.

11. Track learning streaks

Learning "streaks" can mean that learners are completing parts of the course on a daily or weekly basis. If you track the streaks, then let the learners know what their streak is, they will be more motivated not to break their streak and keep interacting with the LMS on a regular basis.

12. Reward learners for completing a course after failing it the first time

Rewarding hard workers and persistent learners will go a long way and help create a culture that is resilient to failure.

13. Reward learners for rating courses

This will especially benefit those who use their LMSs for ecommerce. Small incentives, like coupons or special content, will encourage learners to use the rating system.

14. Certify “leaders” in certain topic areas

If you have learners who have completed learning paths for certain topics, don’t let them hide in the corner. Recognize them in some way. This has two benefits:

- Rewards the learner for their accomplishment
- Makes that person available for questions and help from people who struggle with that topic

15. Give out physical signifiers

You can give employees special nametags to wear at work that indicate what level learning has been achieved by the wearer. Or a medallion to keep at their desk. Either way, being able to hold and display accomplishments can make them feel real and motivate others.
16. **Host on-location knowledge contests**

Go old-school and have games in the real world. Compete to see who can chop garlic the fastest or answer the most questions correctly during a work-wide game day. Hand out study guides to motivate employees to brush up on their knowledge before the event.

17. **Give out prizes for completing checklists**

Cities with big brewery scenes will hand out “passports” that reward drinkers for getting a stamp at every brewery on the list. Do something similar for learning, perhaps as part of an onboarding process. Ask learners to complete an LMS checklist (including uploading a profile picture, or interacting with every section of the LMS, or completing an optional course in each topic area) and once the checklist is complete, they can receive a small prize.

18. **Host a raffle**

Have every learner who hits a certain milestone every month (for example, getting all the questions right on the monthly safety module quiz) enter their name in a raffle. The winner each month can receive a small prize.
CREATIVE LOW-COST PRIZE IDEAS

This list contains creative reward ideas that didn’t fit in the other categories and can be used in combination with gamification or other motivators. Reward the learners who do the most with these reasonably priced but awesome options.

19. A “casual wear” or “no uniform” day in which the winner can break the dress code without consequence

20. A work-from-home day awarded to a learner that normally doesn’t have that option

21. An annual high-value reward for the highest performing learner, the most-improved learner, or the learner that logs the highest number of hours at each location

22. Learner may choose a charity to receive philanthropy from the company

23. Enamel pins learners can earn after milestones and wear on their uniforms at work

24. Highest performers can attend an annual catered luncheon with the company president

25. Profile picture filters or Snapchat filters

26. Lunch voucher for the place they work (if it’s a restaurant) or a nearby location

27. Extra PTO hours

28. Gift cards

29. Out-of-the-box badge ideas like “Obsessed with leadership training” or “Early adopter of the LMS” to make them fun to earn

30. Company merchandise
AWARD-WINNING LMS SOLUTION

Each advancement we make to the eSSential LMS is to ensure our client-partners can achieve their training and development objectives now and in the future. The eSSential LMS is recognized as a top learning management system year after year because of our commitment to continuous improvement and customer support.

We’re honored to be recognized by some of the most renowned analysts and organizations in the eLearning industry, but we’re most proud of the recognition we receive from our client-partners!

The Craig Weiss Group – #3 LMS (2019); #1 LMS (2018, 2017); Top 3 LMS (2016); Top 3 LMS, Top 2 Extended Enterprise LMS, & Top 5 NextGen LMS (2015); Top 5 LMS (2014)

Talented Learning – Best Corporate Extended Enterprise Learning System (2019, 2017, 2016); Best Continuing Education Learning System Finalist (2019); Top 3 Continuing Ed LMS, Top 3 Compliance LMS (2017); Top 2 Continuing Ed LMS, Top 3 Compliance LMS (2016); Top 3 Continuing Ed LMS, Top 10 Channel LMS, Top 10 Customer LMS, Top 10 Compliance LMS (2015)

Brandon Hall – Bronze Award Best Advancement in Learning Management Technology (2018); Silver Award Best Advance in Learning Management Technology for Compliance Training (2017)


CODiE – Best Corporate / Enterprise Learning Solution Finalist (2017)

AND MANY MORE!
ABOUT ELOGIC LEARNING

eLogic Learning is an award-winning industry leader in learning management systems, custom course content and learning strategy development. Founded in 2001, eLogic provides personalized solutions to each of its client partners to help their learning and development efforts succeed.

WHY WE’RE DIFFERENT

eLogic also puts a strong emphasis on its partnership approach. We believe clients shouldn’t be treated as just an income source or numbers on a spreadsheet but as partners who can trust us to keep their best interests in mind and help them succeed.

Now, we’ve noticed a lot of other vendors throwing around the words “partner” and “partnership” lately too, but that really isn’t enough, is it? For us, it goes beyond just words. We’re here to make sure we deliver on our promise to help our client-partners increase productivity, mitigate risk and generate revenue and/or see a return on their investment.

WE GIVE BACK

We are committed to devoting our time, resources and efforts to benefit the world around us. That’s why with each new client or sale, we celebrate our success by having our employees select a charity where we donate a portion of the proceeds. It’s our way of saying thanks and giving back.

LEARN MORE

You can learn more about eLogic Learning, eSSential LMS, or even schedule a free live demo by clicking the buttons below:

REQUEST A DEMO  CONTACT US  VISIT OUR WEBSITE