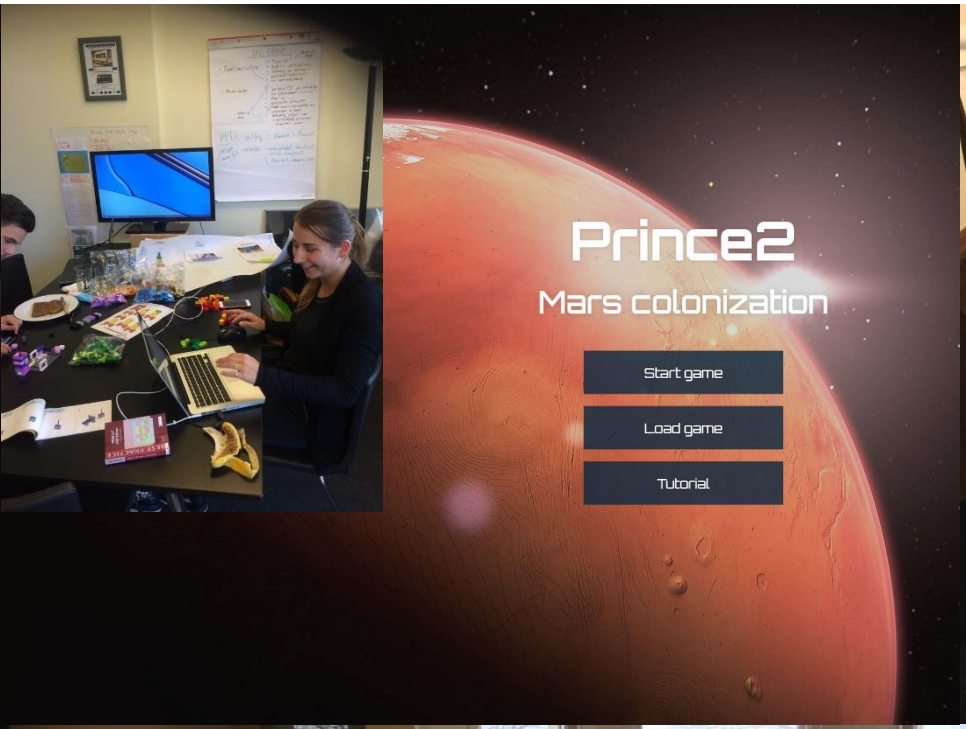
AMBITION
GROUP

Our Approach



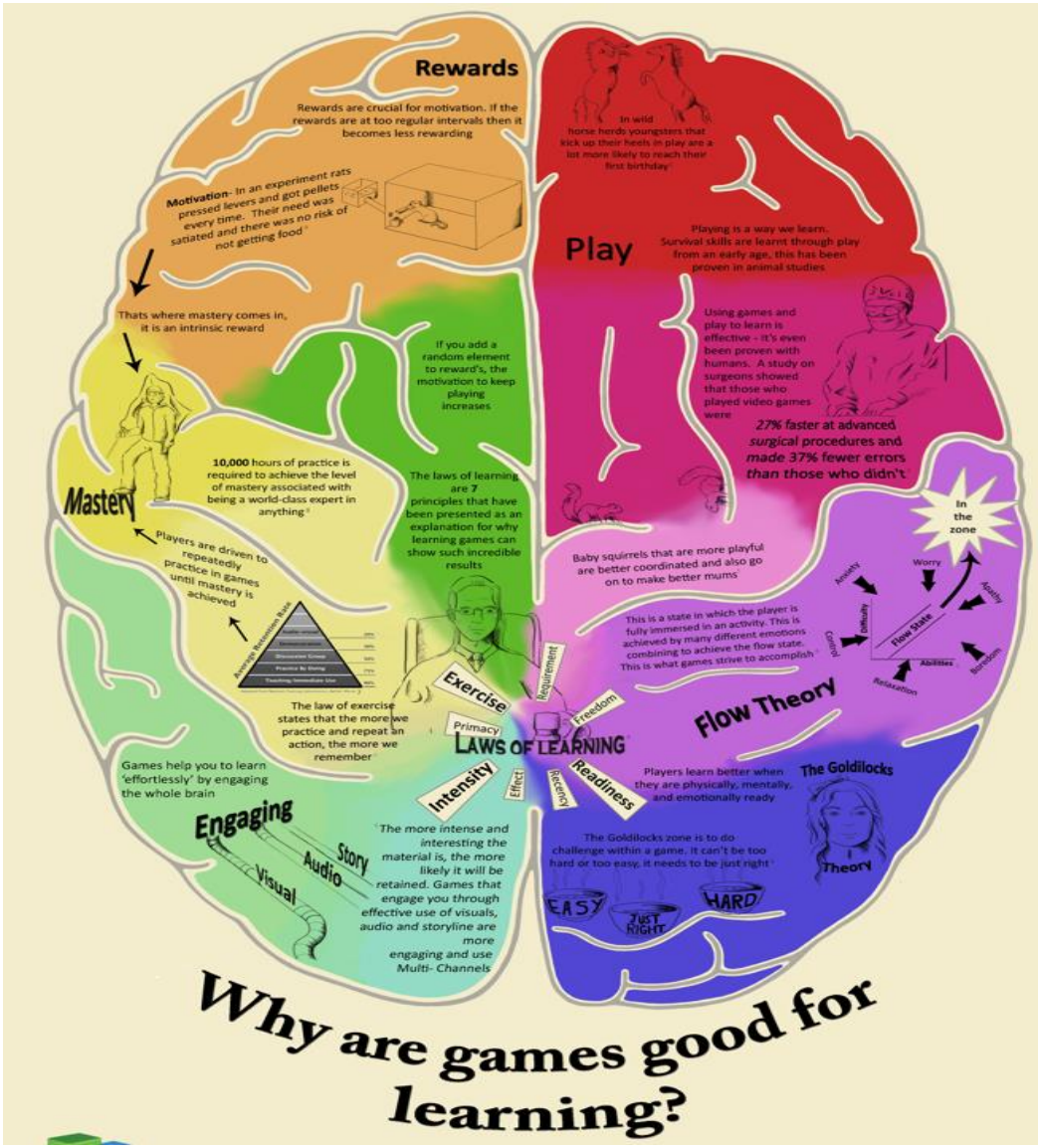
Why gammification?

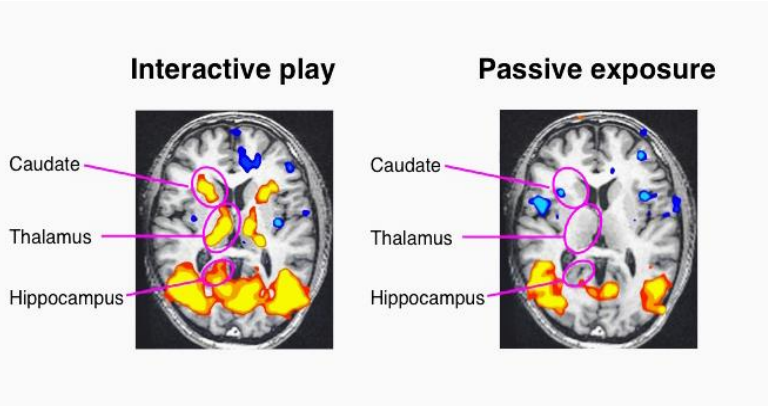
PRINCEOPOLY
THE ULTIMATE PRINCE2 PROJECT MANAGEMENT GAME!
P-A
notes

Game versus Gamification

Game	Game-based Learning	Gamification
Games are just for fun, and may or may not have defined rules & objectives	Games have defined learning objectives	May just be a collection of tasks with points or some form of reward
Winning and losing is a part of the game	Losing may or may not be possible because the point is to motivate people to take some action and learn as an end result	Losing may or may not be possible because the point is to motivate people to take some action and do something.
Game play comes first, rewards are secondary	Sometimes just playing the game is intrinsically rewarding	Being intrinsically rewarding is optional.
Games are usually hard and expensive to build	Are usually hard and expensive to build	Gamification is usually easier and cheaper
Story and scenes are part of the game	Content is usually morphed to fit the story and scenes of the game	Usually game-like features are added to the LMS or any other system rather than the content

What does gamification with our Brain





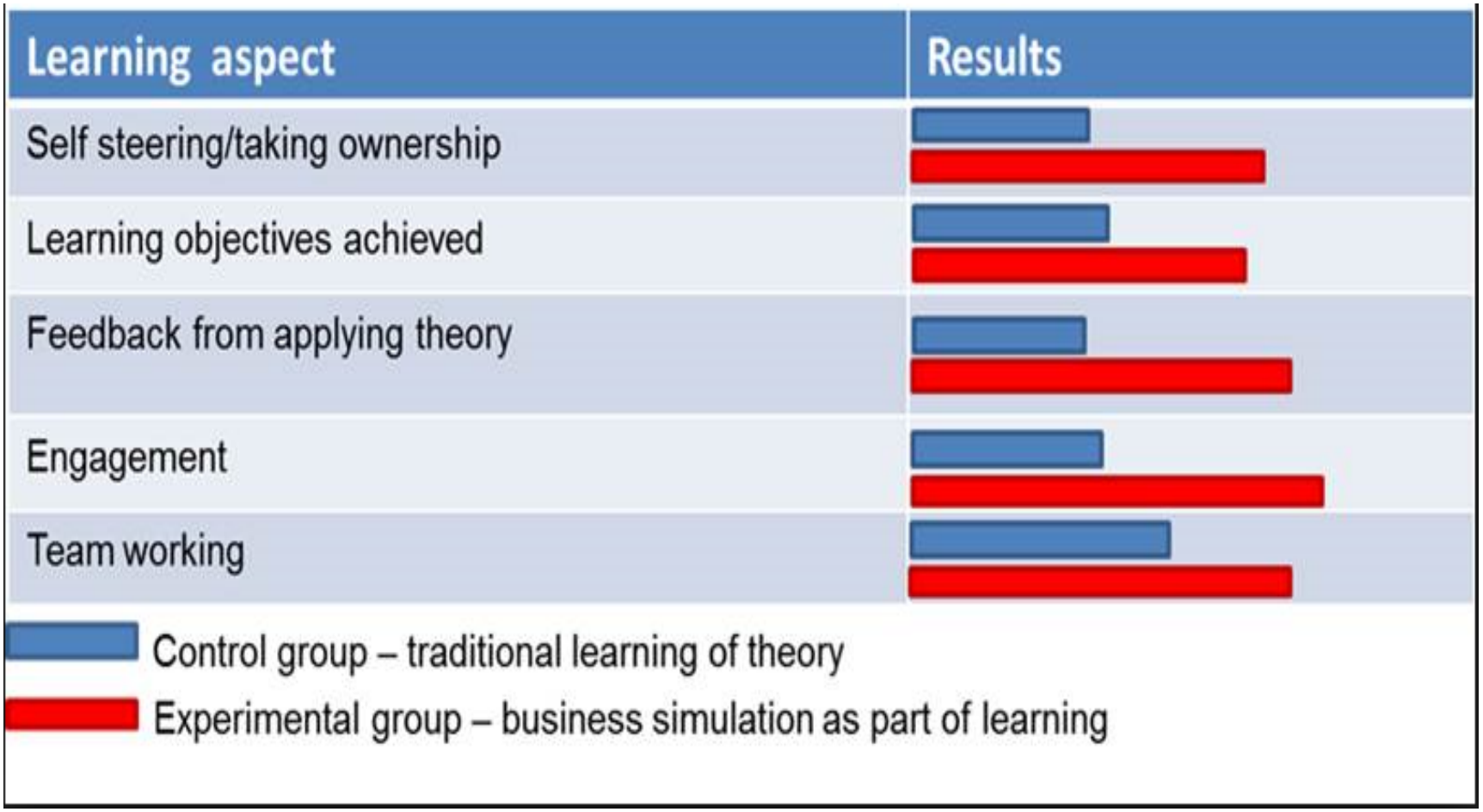
DOSE in the Brain by Gamification

- Dopamine — “Feel Good”
- Oxytocine — “Bonding and contentment”
- Serotonine — “Overall mood influencer”
- Endorphine — “Thrill, exitement”

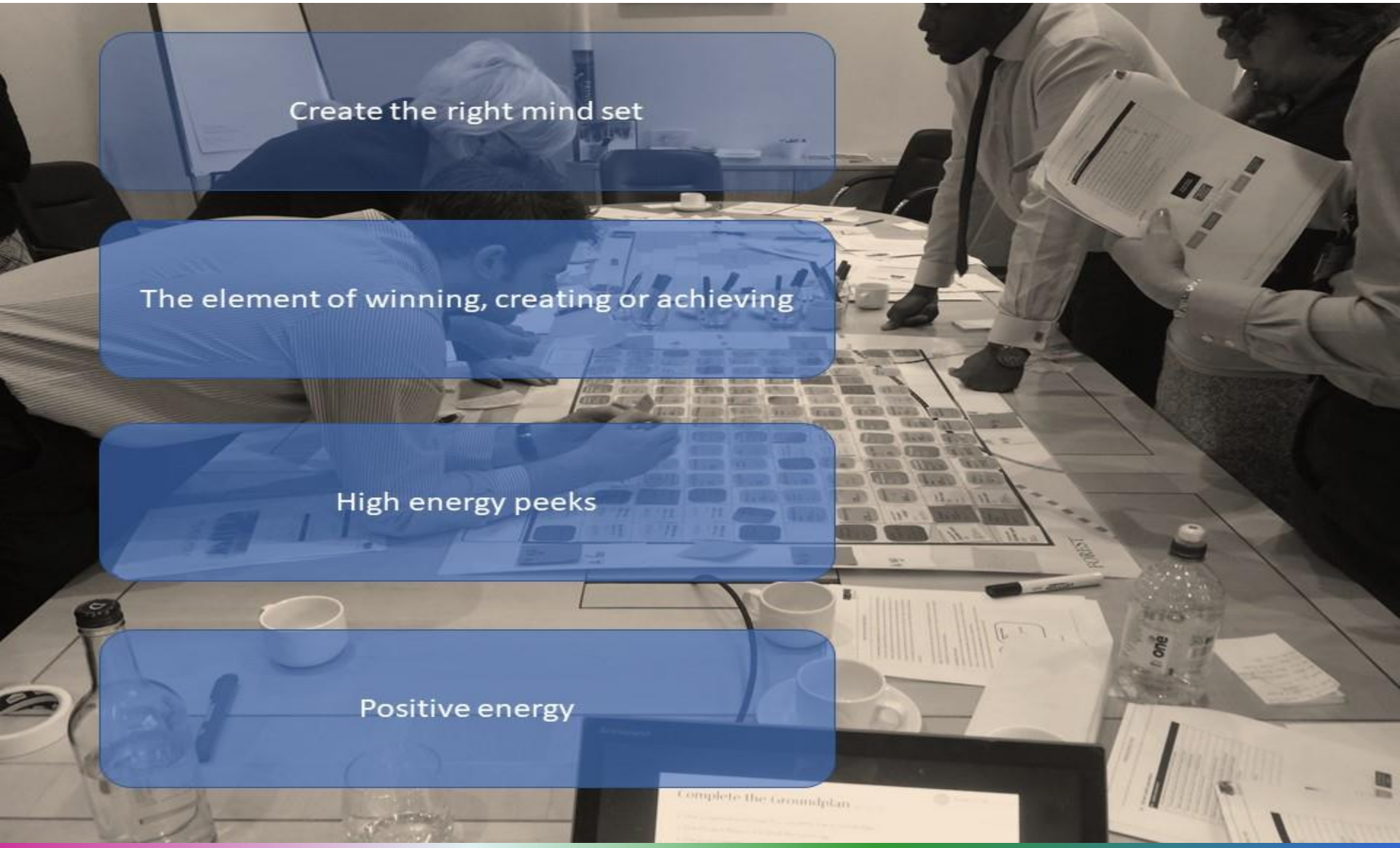
- Gamification stimulates the DOSE chemistry in the Brain in higher levels than normal work or learning environments

- During gamifications more acitivity is discovered in the Hippocampus than in normal learnint situations

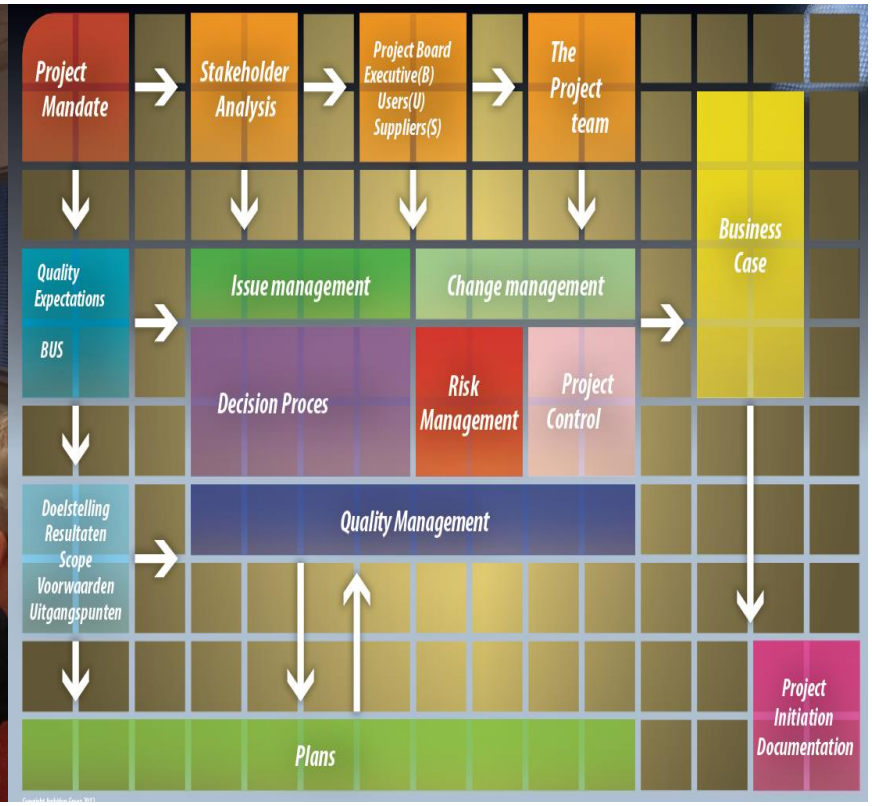
Impact of gamification

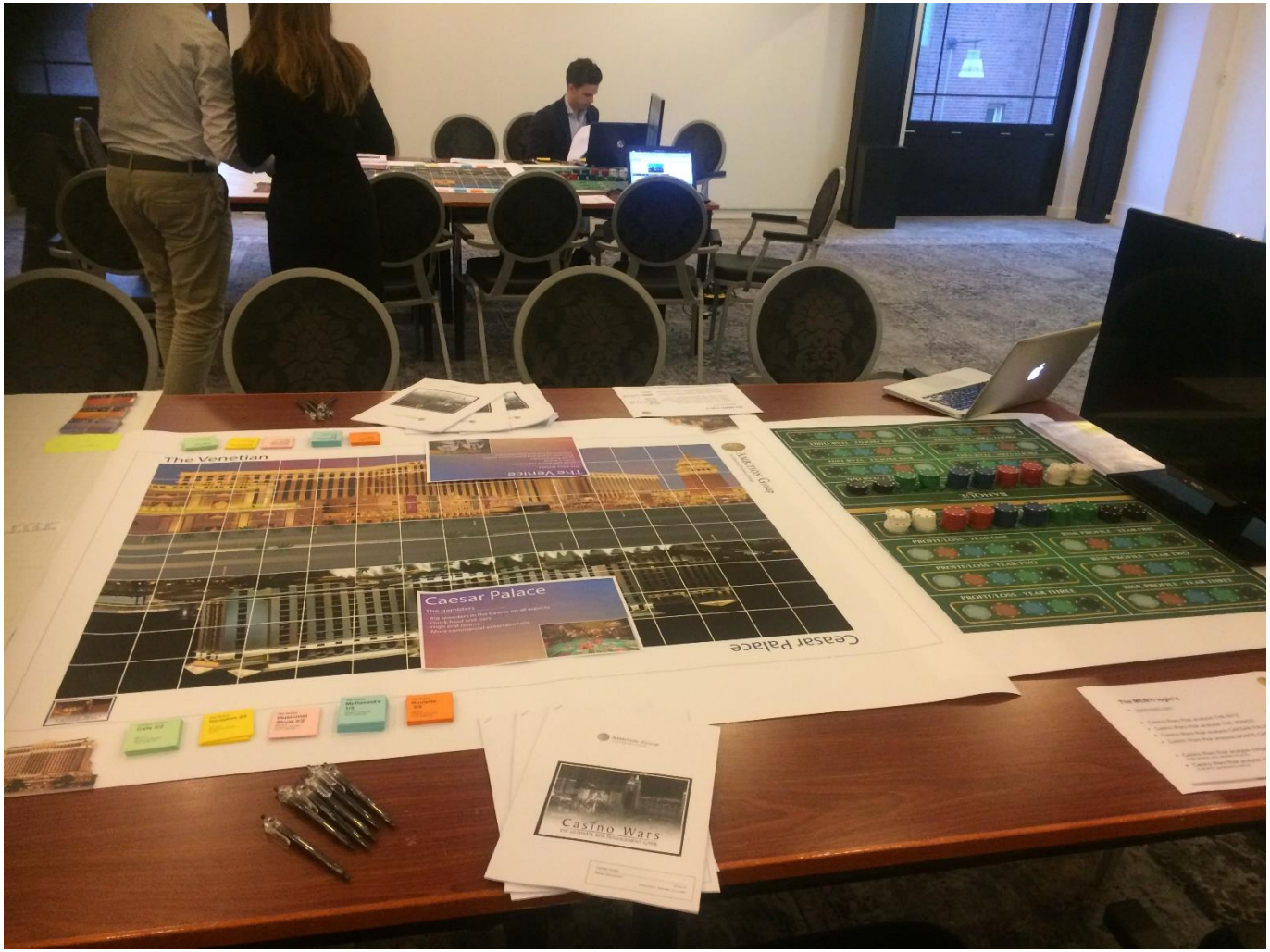


Succesful Gamifications



A new approach to project management



Augmented en virtual reality

Gamifying your change