

Gamification Certification

Sententia offers you three levels of certification in **Gamification Strategy Design**. Progressing through the three levels makes you a recognized expert and leader in the Talent Development and HR fields—and a valuable asset to your organization. This professional distinction sets you apart from your colleagues, proving your high level of knowledge and skill development, as well as keeping you and your organization more competitive in today's economy.



Level 2 – Gamification Journeyman

The **Level 2 Certification – Gamification Journeyman** program is a blended virtual program with your quests available to you anywhere and at any time. This flexible way of learning allows you to design your course schedule around your life.

This program qualifies for 12 Recertification Credits with HRCI, SHRM, and ATD.



This hands-on and self-directed class takes you through the **7-stage Sententia Gamification Design Framework**. You will explore **AND** apply game mechanics (such as points, levels, challenges, rewards, chance, collaboration) linked to core human desires such as power, status, relationships, autonomy, progress, mastery, and purpose.

The **blended modality** provides an ideal adult learning environment as you experience the gamification mechanics, receive feedback on your progress, develop your skills, earn recognition, and build confidence in your ability to **overcome design challenges**.



By the end of this **12-contact hour certification program**, through our proven reverse-engineering process, you will be able to map the **Sententia Gamification Design Framework** to a case study, assess best practices, and demonstrate applied competence in the application of gamification strategy design to a talent development case study.

Segment 1: ONBOARDING – Identify the course objectives and outcomes, review the structure of the blended virtual format, explore the new quest, meet the other students and instructors, log into the collaborative work platform, meet the characters who will guide your journey, schedule the Reiss profile assessment.

Segment 2: IDENTIFY YOUR WHY - Examine business objectives, identify why we are playing, investigate game design theory and implications to gamification design, assess best practices and areas for improvement in a gamification project model.

Segment 3: PROTOTYPE YOUR PLAYERS – Profile your players who are involved in the quest, detail their role, experience motivational interviews and the Reiss Profile, assess best practices and areas for improvement in a gamification project model.

Segment 4: DETERMINE DESIRED BEHAVIORS – Define the tangible behaviors that are required to meet your business objectives, establish exactly what players need to do to get a measurable metric, learn how to build on existing habits, design a process to track and measure behaviors, explore tools to measure ROI and ROE, assess best practices and areas for improvement in a gamification project model.

Segment 5: ENGAGE WITH GAME MECHANICS AND DYNAMICS – Research and engage with the definitions and psychology of fun, explore the use of a variety of game mechanics and their application in gamification design, identify the "sweet spot" of motivation, reward, pain aversion, opportunity, need fulfillment and social context through a variety of well-planned game mechanics, assess best practices and areas for improvement in a gamification project model.

Segment 6: MAP YOUR PLAYER JOURNEY – Create the player journey for the players to achieve the business objectives, target clear goals and progress, determine how and where to give feedback, weigh the perceived challenge against the perceived level of skill needed, begin a rapid prototype for a quick mockup of the UX/UI design, assess best practices and areas for improvement in a gamification project model.

Segment 7: UNDERSTANDING UX/UI - Research the different technologies that can be used to apply your player journeys, review and refine your prototype, iterate the storyline, test the user interface and user experience, finalize the project plan, assess best practices and areas for improvement in a gamification project model.



Upon completion of the **Level 2 Certification** you will achieve **Gamification Journeyman status**, through a demonstration of understanding of the components used to apply the **Sententia Gamification Design Framework** as a strategic overlay to the learning and talent development.

The goal of attending this workshop is for you to decide how gamification mechanics impact learning, which mechanics were most valuable to you, increase your applied competence through testing your knowledge gained, and applying the key concepts found in **game design** and **behavioral psychology** to demonstrate **proof of concept**.



By adding the **Sententia Gamification Design Framework** to your learning and talent development strategies, you will increase employee engagement, help change behaviors (like absenteeism and boredom from perceived meaningless tasks) while offering meaning, mastery, and autonomy.

Go to www.sententiagames.com/certifications.html to find the next online program or LIVE workshop in your area.

This flexible, online program because Sententia's Blended Virtual Learning Program is the most direct path to mastery in gamification strategy design.

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Dates of Virtual Sessions: Certifications updated regularly. Please refer to most current dates at <http://www.sententiagames.com/certifications.html>

Time: 8:00 a.m. CDT *, (All sessions will be recorded and available for download)

Approximate Time Commitment: For each session listed above – 1 hour online; 2 hour independent study

Materials Provided: World Explorer Map, Team Challenges, Passport Quick Notes, Travel Journal, Virtual Back Pack, Case Study, Reiss Profile, Templates

Method of Instruction: LIVE or Virtual Sessions with Gamification Master Craftsmen [Monica Cornetti](#) and [Jonathan Peters, PhD](#); group discussions and chats, case studies, analysis and assessment, team activities, videos, audios, white papers, and other ancillary tools.



Explorers Wanted

The **Level 2 Certification** program is based online, with your quests available to you anywhere and at any time. This flexible way of learning allows you to design your course schedule around your life. A flexible, self-paced program – **Sententia’s Blended Virtual Learning Program** is the most direct path to mastery in gamification strategy design.

There are also LIVE workshops available in some areas.

*Based on the locations of enrollees we adjust if needed to best suit the majority of the participants for the majority of the sessions. (So far that 8:00 a.m. slot has proven to be golden for our participants globally.) All the virtual sessions are recorded so that you can access them again and again as needed.