

**REIMAGING LEARNING & DEVELOPMENT  
TOWARD INDUSTRY REVOLUTION 4.0** **2018**



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**DESIGNATION: SCHEDULER  
(TEKAI HYDROELECTRIC  
PROJECT)**



# CHOOSEN TOPIC

## Gamification in the Corporate World.

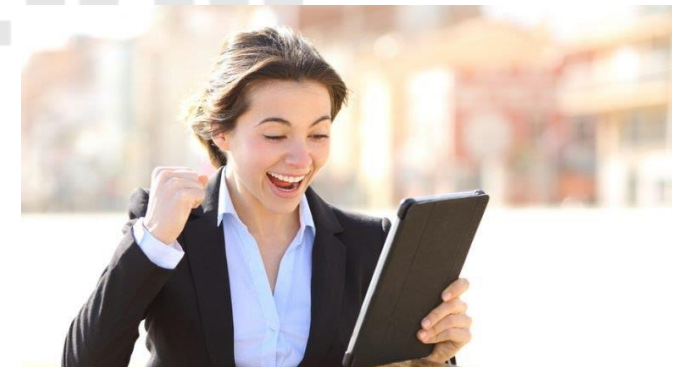


It's is about the use of game design elements into non-game context.



# OBJECTIVES

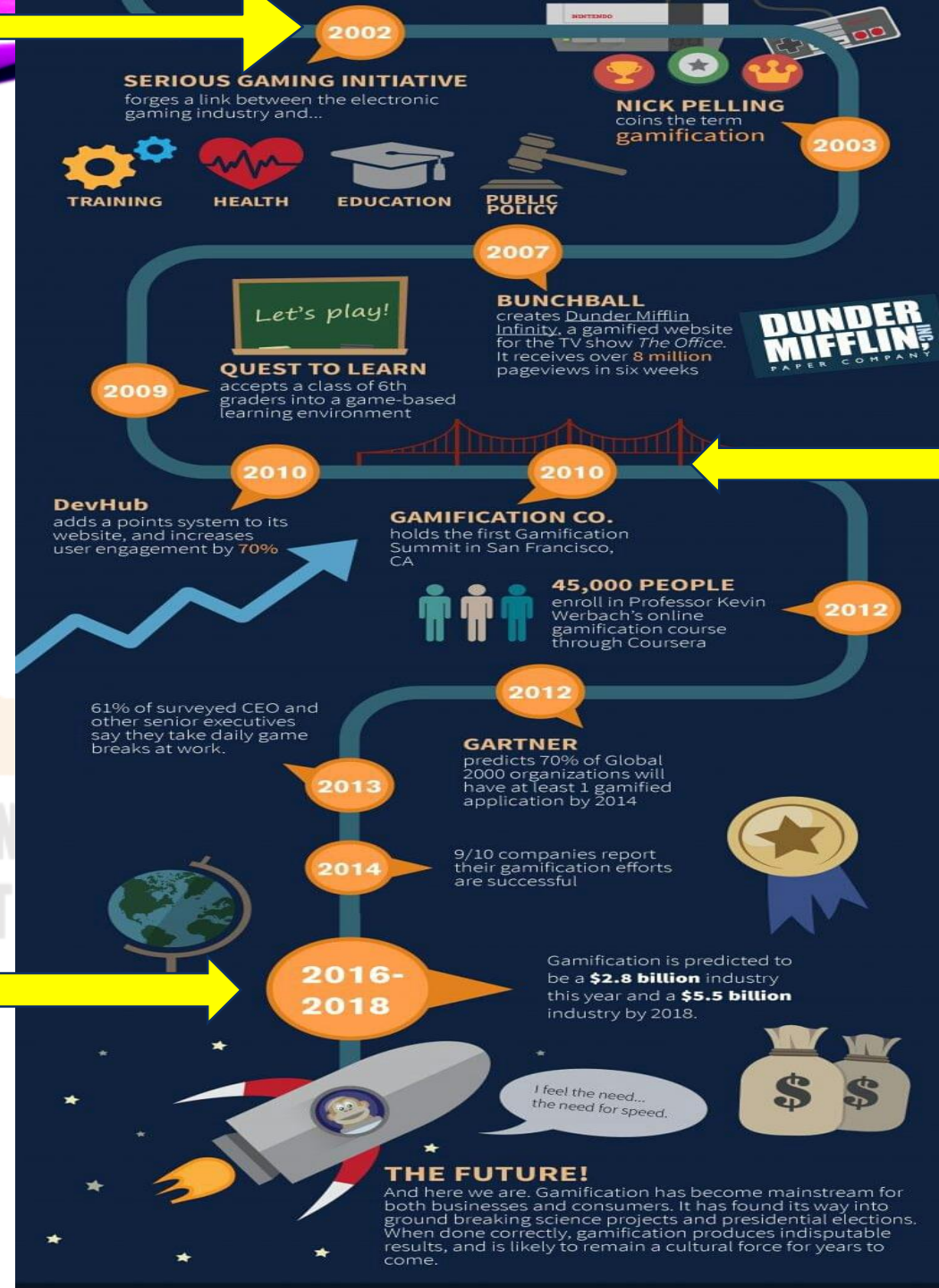
- To understand the usage of gamification in corporate/organization over the World;
- To understand how such gamifications will impact to business results;
- What can we learn from gamification revolution and then applied it into TNB.



# TIMELINE – REVOLUTION OF GAMIFICATION

By Dec 2017, gamification is making waves in the western countries. However, it is still at early stages in Malaysia, even in east countries

Start



Gain popularity in the west countries



- **15 EXAMPLES - CORPORATE & ORGANIZATION OVER THE WORLD THAT PARTICIPATED IN GAMIFICATION**
- **WHAT CAN WE LEARN FROM THEM**



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1) Samsung

2) Nissan

3) U.S Army

4) Marriott

5) Kaplan  
University

6) Treehouse

7) Microsoft

8) Volkswagen

9) Blue Wolf

10) Devhub

11) Keas

12) Starbuck

13) Nike

14) Papa John's

15) Moosejaw

Next...



# SUMMARY

## Benefits of using gamification in business:

- 1) Driving and boosting sales;
- 2) Improve engagement with the customers;
- 3) Maintaining customer loyalty;
- 4) Improve collaboration among employees;
- 5) Develop Strategies in recruiting;
- 6) Enhance education achievement;
- 7) Goal tracking and proof of achievement;



# SUMMARY - *CONTINUE*

**Benefits of using gamification in business:**

- 8) Motivation to the employees;**
- 9) Boosting employee's productivity;**
- 10) Create positive competition among the employees/ vendors;**
- 11) Brainstorming;**
- 12) Project completion;**
- 13) Cost reduction;**
- 14) Improve employee's wellness.**



# CONCLUSION

- 1) It is strongly recommended for our company to well establish gamification in TNB;
- 2) 9/10 of companies using this approach were successful in getting better results in their business;
- 3) Gamification could be one of powerful medium to help our company in reaching our vision, to be top 10 utilities companies in the world by 2025.







**THE END**

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