



Gamify: How Gamification Motivates People to Do Extraordinary Things

Brian Burke

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Organizations are facing an engagement crisis. Regardless if they are customers, employees, patients, students, citizens, stakeholders, organizations struggle to meaningfully engage their key constituent groups who have a precious and limited resource: their time. Not surprisingly, these stakeholders have developed deflector shields to protect themselves. Only a privileged few organizations are allowed to penetrate the shield, and even less will meaningfully engage. To penetrate the shield, and engage the audience, organizations need an edge.

Gamification has emerged as a way to gain that edge and organizations are beginning to see it as a key tool in their digital engagement strategy. *Gamify* shows gamification in action: as a powerful approach to engaging and motivating people to achieving their goals, while at the same time achieving organizational objectives. It can be used to motivate people to change behaviors, develop skills, and drive innovation. The key to gamification success is to engage people on an emotional level and motivating them to achieve their goals.

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