Session # 509
Gamifying Change Readiness: Priming the Moment of Apply

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I don’t have time to learn this yet, there’s just too much going on.

Oh Sh*t... I’m not ready!
GAMIFYING CHANGE READINESS: Priming the moment of apply
REDUCED PRODUCTIVITY
POOR SERVICE
LOSS OF PRODUCTION
CURIOUSITY AND GRIT
ACCESS TO TOOLS AND PEOPLE
I don’t have time to learn this yet, there’s just too much going on.

Oh Sh*t... I’m not ready!
How do we get people to WANT to do what they HAVE to do, BEFORE they have to do it??
GAMIFYING CHANGE READINESS:

Priming the moment of apply
THE BEST GAMES ALIGN...

PERFORMANCE GOALS

PLAYER MOTIVATIONS

system map challenge
Powered by VIEWPOINT
The systemmap Challenge

Building Viewpoint to Build Into Our Community

Meet Viewpoint - Messer’s new improved system that allows us to do our best work, be organized, and stay informed. Changing to a new system is going to be hard, but that doesn’t mean we can’t do something great with your hard work. Over the next 14 weeks all of us will be receive a series of Viewpoint challenges – the more challenges we complete as a company the more money Messer will donate to our community.

Watch each week as your hard work pays off as we build a better community together...starting with our own ability to work efficiently in Viewpoint.
For those looking to further increase the odds of your name being selected, there are two ways to do so:

- Complete challenges on time. Each challenge has a timeframe for completion, and finishing on time will earn you two tickets instead of one. You can still complete a challenge after the deadline, but you’ll receive just one ticket for doing so.
- Be nominated as a “Champion.” Champions are those of us who go above and beyond in encouraging and assisting our colleagues to use and master Viewpoint. You can nominate Champions each week, and your colleagues will also have the option to nominate you. Each time you’re nominated, your name goes on the Champion page, and you earn an additional ticket.

Thank you in advance for your excitement and participation in the system map challenge. We hope you share our belief that this is a tremendous opportunity not just to build our Viewpoint knowledge and skills, but also to help build the communities and people we care about and serve. Check out the system map challenge site, and keep an eye out for the next weekly email so that you and your region can get an early lead in the competition.

ACTION:
1. Take a survey.
   - Please get started by taking the three-question survey below to let us know which charity you’d like to support and why. (It takes only a minute, and you’re free to change your mind after the survey.) There is the link: https://www.surveymonkey.com/r/CHM6BGZ.

2. Log in to the system map challenge site:
   - When you’re finished, go to the system map challenge site and complete your first challenge to get bonus tickets!
   - Site link: http://messersuperperformance.com/
   - Username: Messer email
   - Password: messer123

Directions for logging into the site (and PVT earnings) for the first time are attached.

Have fun and good luck.
EARN BONUS TICKETS BY COMPLETING THIS WEEK’S CHALLENGES NOW!

- Navigating V6 Part 1: Exploring the Main Menu
  bonus expires: 04/20
- Logging into VIEWPOINT
  bonus expires: 04/20
Navigating V6 Part 1: Exploring the Main Menu Tutorial

VIDEO CHALLENGE

Where would you create custom sub-folders to commonly used screens?

- MY TASKS
- VIEWPOINT SHORTCUTS

THAT ANSWER IS INCORRECT.
PLEASE WATCH THE VIDEO AND TRY AGAIN.

RETRY
CONGRATULATIONS ON COMPLETING THIS CHALLENGE!

YOU'VE EARNED

Donations towards your region's goal

2 TICKETS

Tickets to help improve your chances of choosing the charity for your region

RETURN TO LEADERBOARD
Navigating V6 Part 1: Exploring the Main Menu

EARN BONUS TICKETS BY COMPLETING THIS WEEK’S CHALLENGES NOW!

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  - bonus expires: 04/10

- Logging into VIEWPOINT
  - bonus expires: 04/10

Available (0) | Completed (0) | Date Added | Date Completed | Tickets Earned
--- | --- | --- | --- | ---
Navigating V6 Part 1: Exploring the Main Menu | 04/01 | 04/01 | 0 | 5
Navigating V6 Part 1: Exploring the Main Menu

SCAVENGER HUNT CHALLENGE

It's hard to learn a system if you can't access it. For your first scavenger hunt challenge, you'll need to prove that you know how to access Viewpoint.

**TASK**

- Log in to the Viewpoint Training Application (VTraining Circle) and go to the "link" menu. There you will find the week's challenge: "Challenge #1".

**FIND**

- Challenge 1 (when you find it, click it)

Launch the Viewpoint Training application in Celsius.
Navigating V6 Part 1: Exploring the Main Menu
CONGRATULATIONS ON COMPLETING THIS CHALLENGE!

YOU'VE EARNED

Donations towards your region's goal

2 TICKETS

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Did anyone encourage you or help you complete this challenge? Nominate this person as a Champion, and he/she will receive extra tickets!

Nominate a Champion

Write a description of what this person did for you or someone on your team

Submit
CONGRATULATIONS on completing this week's bonus ticket challenges! Check back next week for more!
$7,119 donated to the community
SystemMap Challenge

- 86% completed at least one challenge
- 50% completed ALL challenges
- 33% of users completed challenges on time each week
- 20% of users were nominated as CHAMPIONS

N = 580
eyeTransform Challenge

100% Adoption – all challenges completed by go-live

60% of users completed ALL challenges ON TIME each week

33% of users were nominated as CHAMPIONS

N = 80
## Improved recognition and reward loops

### Charitable Giving
- Align to progress
- Create growing thresholds of giving
- Leaderboard and weekly email

### Weekly Prizes
- Anyone who has tickets
- Give them ways to increase their chances
  - completing challenges
  - timeliness
  - being a champion
- Weekly email and reward pages create feedback loop

### Champions Lunch
- Any player who is nominated as a ‘Champion of the Week’
- Lunch with leadership
- A plaque as recognition
Stronger tie to change readiness activities

Challenge Categories
Each challenge is tied to one of the areas on your Construction Crew readiness checklist. As you complete challenges, you’ll see your progress in each area increase.

- WHEN TO BE READY
- PREPARING FOR GO-LIVE
- MY GO-LIVE ROLE
- HOW TO DO MY JOB
- EXPECTING THE UNEXPECTED
- OVERALL COMPLETION
The WeGrow Challenge

The WeGrow Challenge is a 35 day way of helping us prepare for the new platform in a fun way while giving back to the community. Over the course of 8 weeks, our goal is to get ready for go live so we’re better equipped to serve members and earn $10,000 in donations to Giveback by completing challenges. Good luck!

GET A BONUS: Complete your Weekly Challenges in the current week to collect bonus tickets.

My Week 1 Challenges

- PREPARING FOR GO-LIVE
- HOW TO DO MY JOB
- EXPECTING THE UNEXPECTED
- OVERALL COMPLETION

Your Nominations & Impact on Others

See what others are saying about how you’re helping us get ready for the new platform...

You don’t have any nominations yet. Help others and watch them grow!

We are the Champions

0 Champion Nominations

Our Current Leaders

NetLaday  Membership

We’re building

55% Completion!

Our Top 3 Teams
Applying these principles without a custom platform:

- Create learning opportunities that simulate the new way of doing things
- Build an incentive structure into practice opportunities to encourage involvement
- Find ways to identify and recognize ‘Change Champions’
- Connect readiness prep to something bigger and meaningful
GAMIFYING CHANGE READINESS:

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How will you prime the moment of apply?