

# GAMIFICATION OF SAFETY MEETINGS



Engaging the Disengaged

# Agenda

- Some Stats
- Where It Started & Where It Led
- Initial Games/Safety Meetings
- Gamification Steps
- Learning Types
- How to Prepare for Success
- Q&A

# Stats by officevibe

- 70% of workers are not engaged
- 90% of leaders think an engagement strategy would help
- Highly engaged employees are 87% less likely to leave their company
- 70% of Forbes Global 200 companies will use gamification to engage their team

**The Disengaged Employee**

**Where It Started**

**A Game**

**Achievement Can Equate  
Engagement**

“In that way, gamification adds to the employee value proposition by providing a more fulfilling psychological contract. When employees achieve their goals, they become emotionally engaged. When the the employees' goals are aligned with the organization's goals, everyone wins.”

- Robert Sylvester (Professor of Education at the University of Oregon)

## Ginger Christ

Associate Editor, EHS Today.

Covered business news for the past 7 years – Dayton Business Journal and Crain's Cleveland Business.



**EHS**Today®

### Quote:

“We can say safety is about protecting your coworkers and making sure everyone goes home safely at the end of the day, and tap into the intrinsic good. But I think we miss something important in that: we forget the fun.”

– “*Treading Gingerly: Safety is Boring*”, EHS Today, Jun 01, 2015.

**Where It Led**

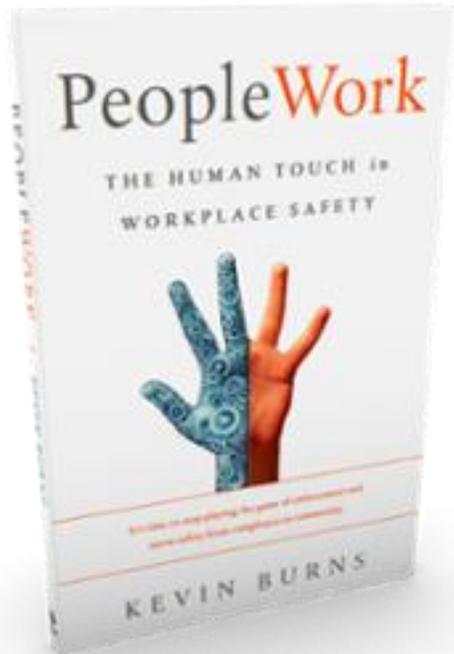
**Huge Knot to Untangle**

**How to Engage**

**Art Therapy & Games**

# Kevin Burns

The CEO of ZeroSpeak Corporation and principle consultant at M4 Management Consultants



## Quote:

“In a perfect world, processes and procedures are definable and repeatable. However, when you throw in the human element, process and procedure don’t always work. People are the most difficult variable to control. It is therefore vital that the human element carries more weight in safety discussions, planning, and protocol. Supervisors and safety people, however, continue to focus on enforcing process and procedure while ignoring the people involved.”

# Communication

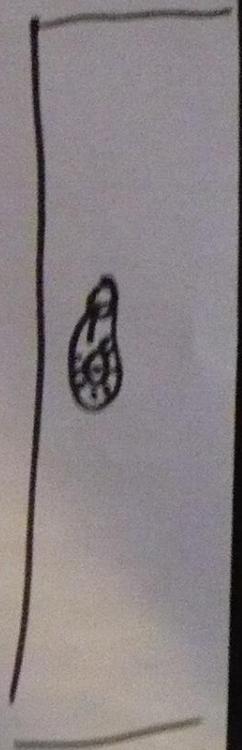
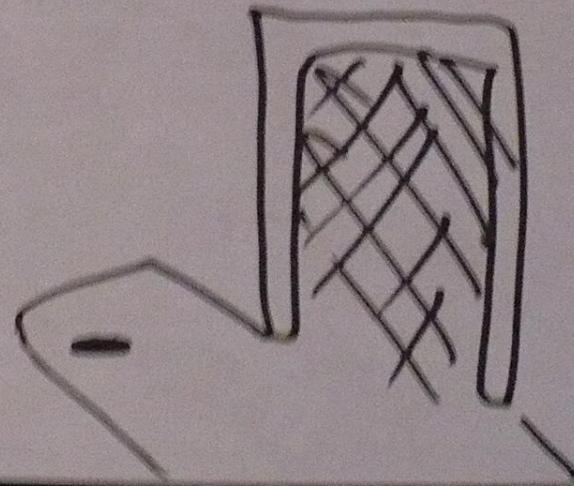




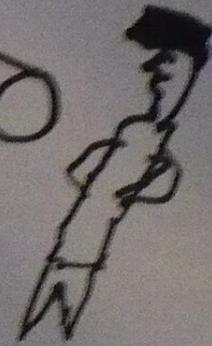
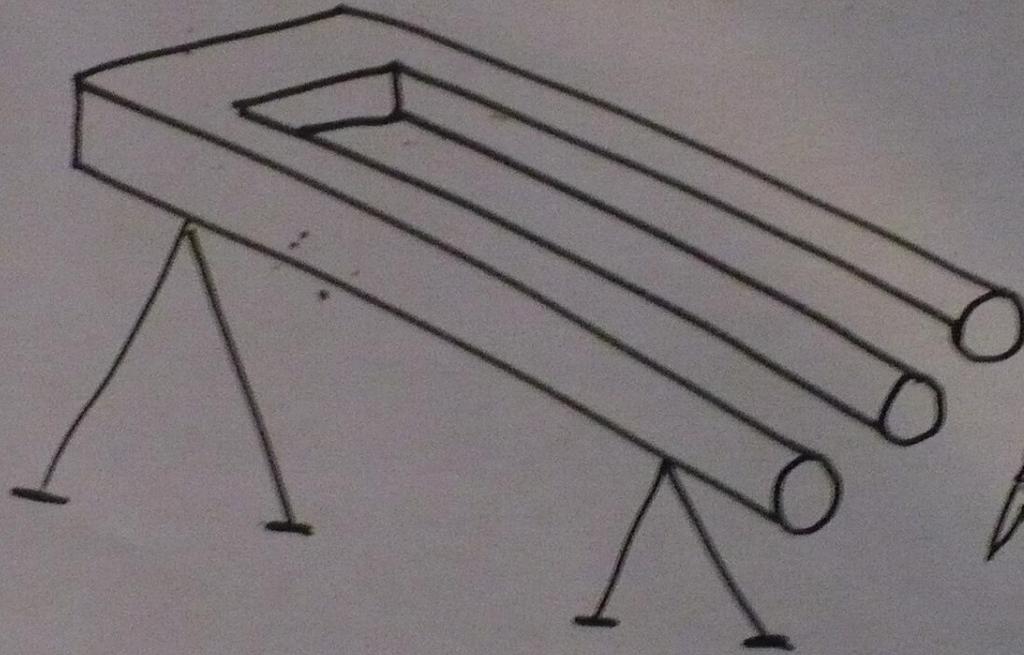
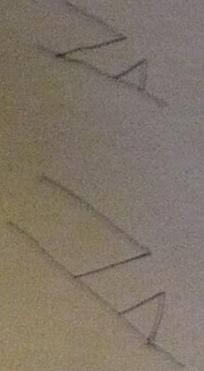
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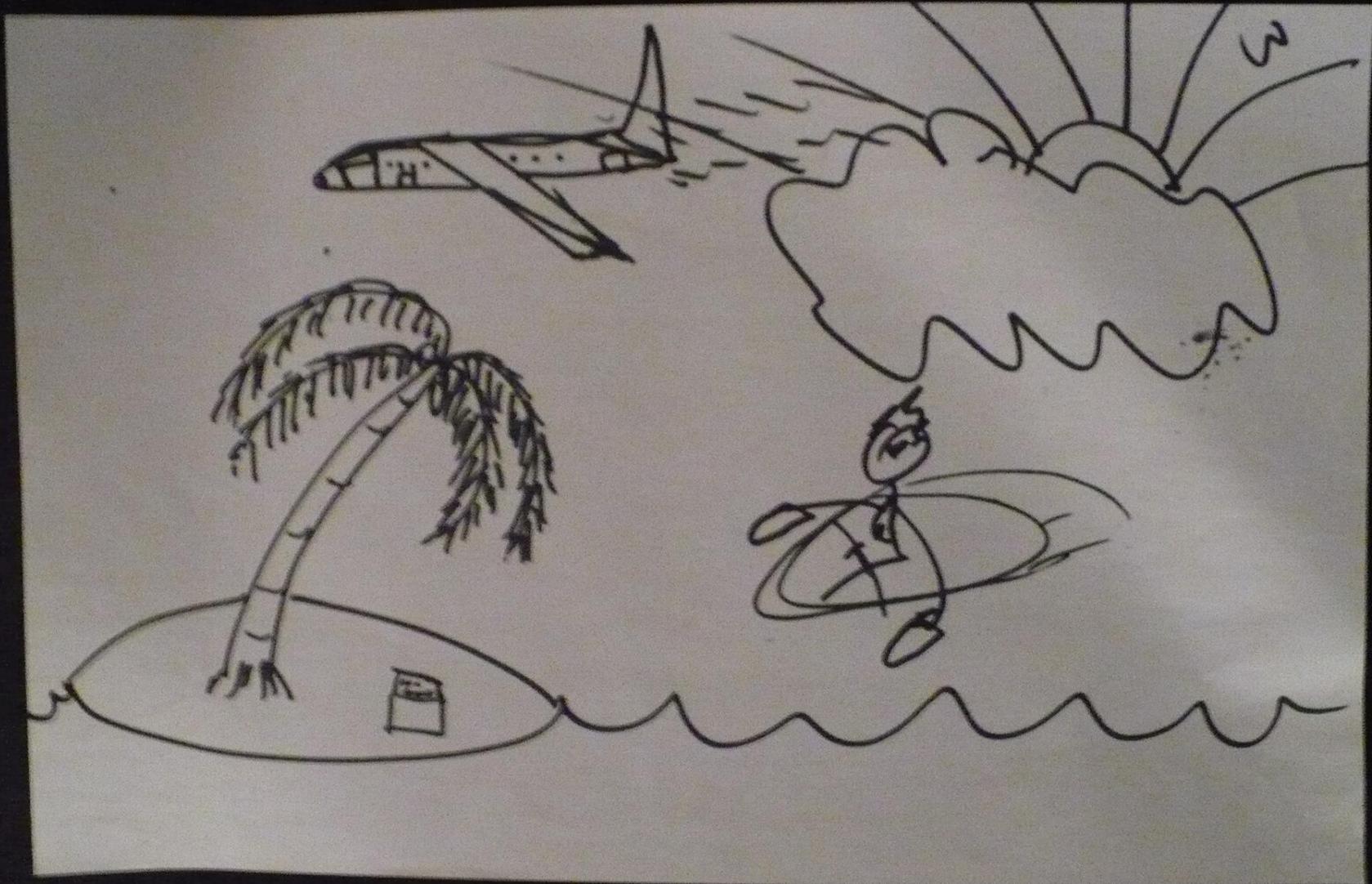
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Number 2



Bird  
Dog



**Communication**

**Teamwork**





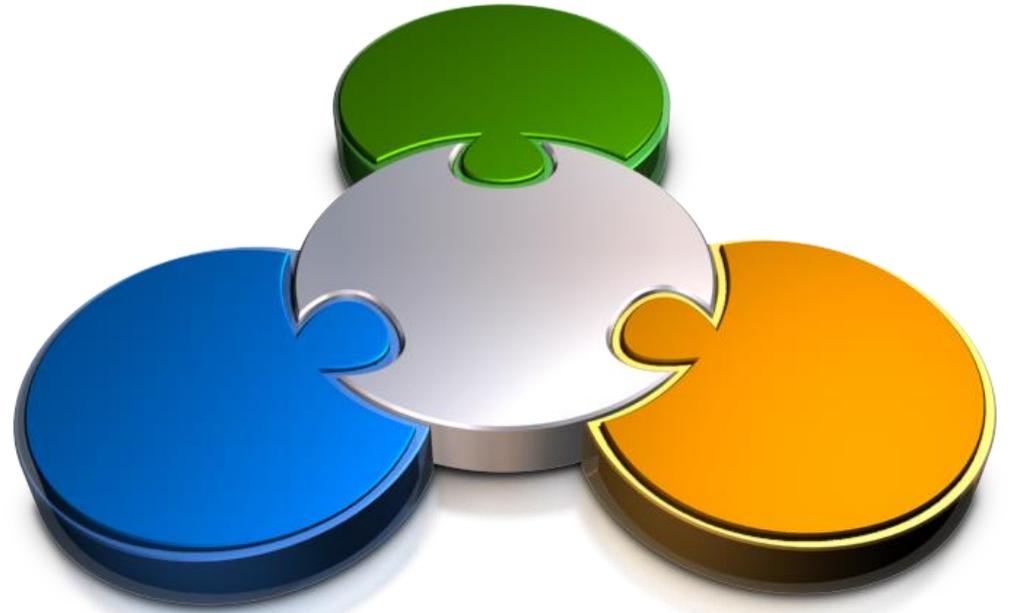


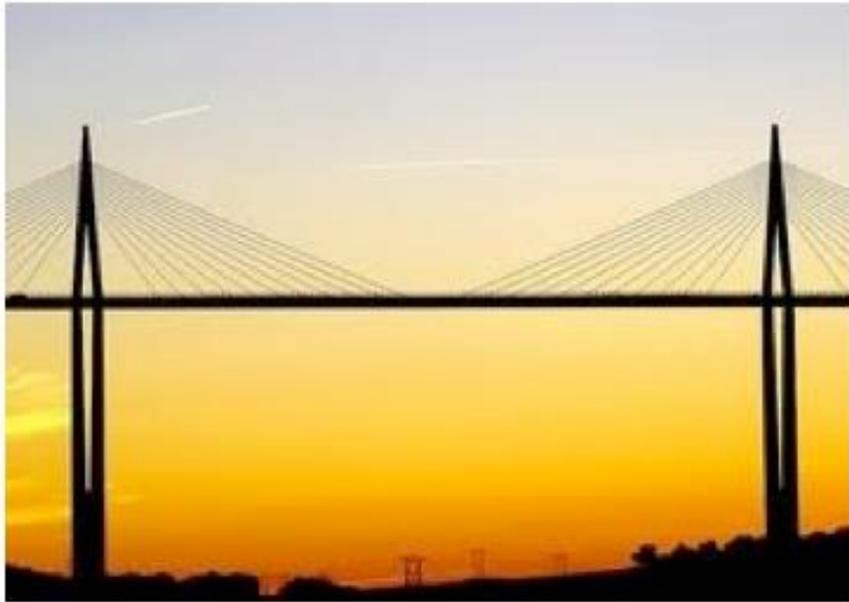


**Communication**

**Teamwork**

**Leadership**





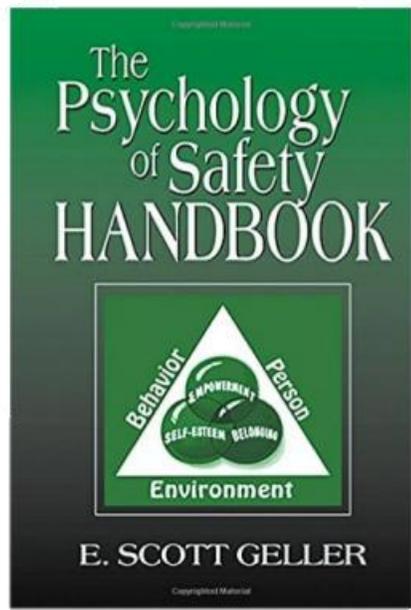






## E. Scott Geller

Professor at Virginia Tech and  
Director of the Center for Applied  
Behavioural Systems in the  
Department of Psychology.



### Quote:

“Safety leaders realize that reducing injuries below current levels requires increased attention to human factors. Engineering interventions and government policy have made their mark. Now, it is time to include a focus on the human dynamics of injury prevention.”

# Human Dynamics of Prevention

- Behavior Modification
- Safety Management
- Attitude Adjustment
- Social Influence
- Culture Change
- Cognitive Alignment
- Person-Based Safety
- Human Engineering

# Gamification of Safety Meetings

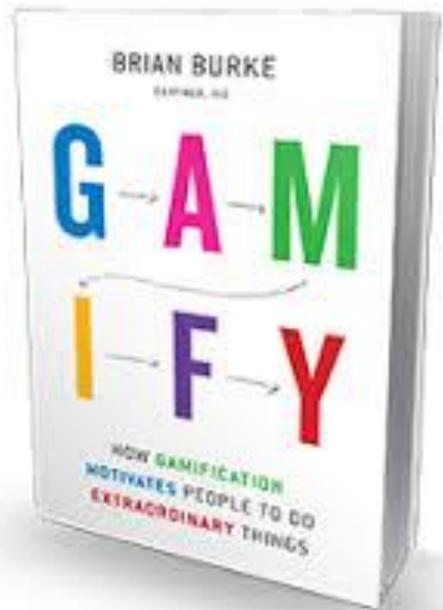
- Addresses many levels of human dynamics
- Engage people on an emotional level and motivate them to achieve their goal
- Cultivate or strengthen connections between participants
- Improve problem solving and critical thinking skills
- Experience intellectual achievement
- Encourage emotional well-being
- Promote awareness and change attitudes
- The process is dynamic
- The real issue is how to rewire our brains and replace old habits with new ones

# Gamification Steps to Consider

- Set Goals (Stated vs. Unstated)
- Use Triggers (I.e. Money, Time, Value)
- Take Baby Steps
- Find a Kindred Spirit or Ally
- Build Complexity Over Time
- Repeat Until Some Movement is Noted
- Keep It Fresh

## Brian Burke

Research Vice President at Gartner, covering enterprise architecture for the past 15 years. He has been a leading researcher on the emerging trend of gamification.



### Quote:

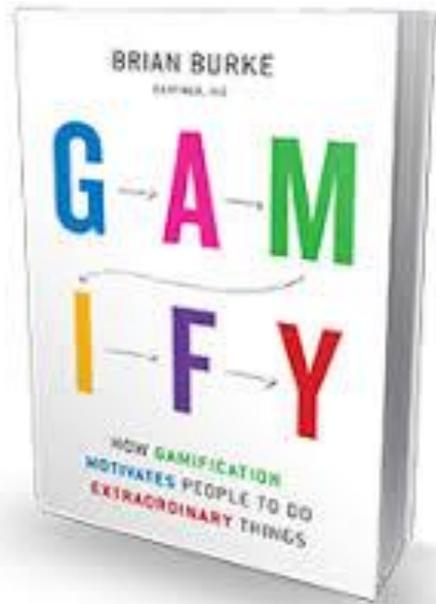
“Gamification can provide the structure to engage, motivate, and focus the innovation activities of the crowd and leaves players free to improve within the space.”

# How Does Gamification Engage

- Enlist Players
- Solicit Ideas
- Select Ideas
- Develop Ideas
- Get Launch
- Rewards (Extrinsic vs. Intrinsic)

## Brian Burke

Research Vice President at Gartner, covering enterprise architecture for the past 15 years. He has been a leading researcher on the emerging trend of gamification.



### Quote:

“Intrinsic rewards can sustain engagement, whereas extrinsic rewards have a less durable impact and may even serve to discourage players.”

# How Does Gamification Engage

- Scripted Learning
- Emergent Learning
  - a. Experiential
  - b. Exploratory (emotions, listening skills, social skills, and build relationships through play)
  - c. Unscripted
  - d. Potential Chaos
  - e. Potential Outcome: improved confidence, master creative thinking, listening, and social awareness in a fun and safe environment.

# Capture the Learning: Phenomenological Approach



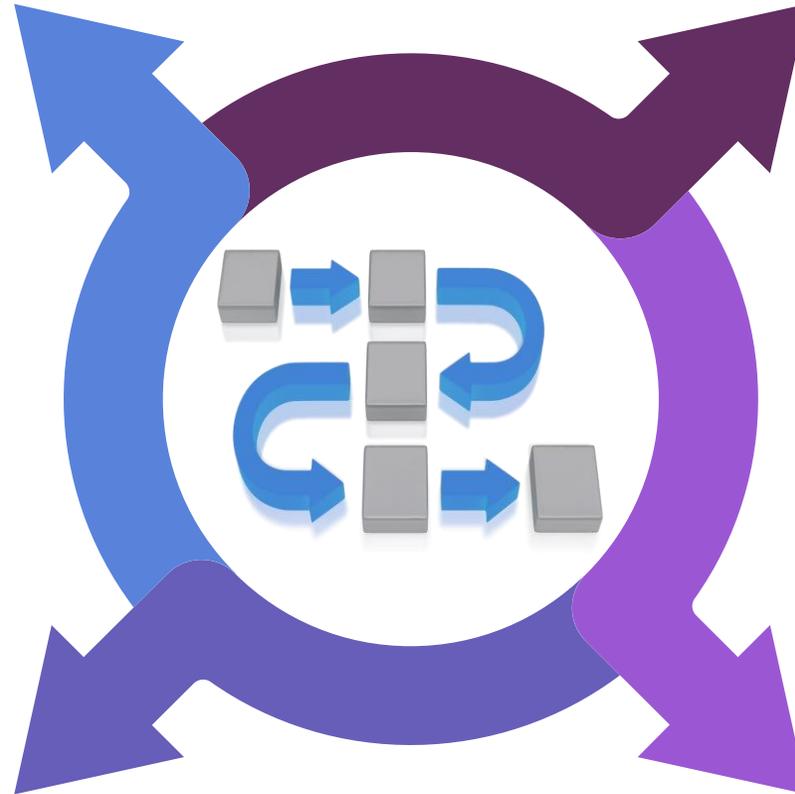
## Description

The last phase of the process. The presenter will use his/her understanding of the process to define the experience and summarize it to the participants for learning.



## Analysis

The process of analyzing the data. The goal is to develop themes that can be used to describe the experience from the perspective of the participants.



## Bracketing Out

The process of identifying what is factually occurring while not imposing perceived beliefs or opinions while remaining unbiased.



## Intuition

This requires that the presenter becomes totally immersed in the process while remaining open to what is occurring for the participants.

# In Conclusion

- Collaborate – Find Your Ally
- Commit, Be Genuine
- Engage the Issue and the Participants
- Do Not Force Participation
- Be Prepared for Chaos
- Normalize/Humanize
- Drive Intrinsic Rewards Mentality
- Capture the Learnings
- Have Fun!



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