



MAKE TRAINING FUN!

Use elements of gaming to motivate and engage learners with
Adobe Captivate Prime

ABSTRACT

Reward and reinforce learning behavior towards increasing employee engagement and motivation. Use Gamification in Adobe Captivate Prime to set tasks, scope learners, create badges, award points, and instill a sense of friendly competition and achievement with a leaderboard.

[Adobe Captivate Prime Product Management](#)

A 2021 Customer Guide



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Address the human element in organizational training

Human beings are wired so that achievement makes us feel good. Implementing this psychology at work means you get employees to strive better to get a better output.

Training periods are a good time to engage employees in healthy workplace competition. The challenge of organizational training using an online platform is that it needs to go beyond the expectation that if you are given a job that it will get done. While that may hold true of work itself, training is a different ball game. Employees do not always take up training just because it is a requirement. Even if they do, it may not always be with enthusiasm and a desire to achieve. Enter Gamification.

Games have been around for centuries. Games are human focused in that they consider behaviors, feelings, and reactions, and use a rewards system to reinforce desired behaviors, feelings, and reactions. Learners have reasons why they want or do not want to do something. Gamification takes these into account to cover all learners in a system and focus on feelings, motivation, and engagement. Therefore, when you give your learner an objective, they are more likely to engage and achieve when motivated by rewards and reinforcement (e.g, in the form of badges and/or certificates, for example). Classic game elements that have been extrapolated to learning include points, badges, and leaderboards.

Corporates usually have employee recognition awards to recognize high performing individuals. Whether a cash reward or a simple certificate, the recognition reinforces their behavior and encourages more of the same and gives others something to aspire for.

Use Gamification with Adobe Captivate Prime

Training is an integral part of employee engagement at an organization. Employees are consistently required to take up some training or other, e.g, onboarding, induction, product, and process training. Every training is an opportunity to increase the level of engagement. An "engaged" employee is one "who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests." ([Wikipedia](#)) Adobe Captivate Prime is not just a platform that hosts and delivers trainings. It also lets you implement training in a manner that encourages a spirit of competition and achievement in your learners.

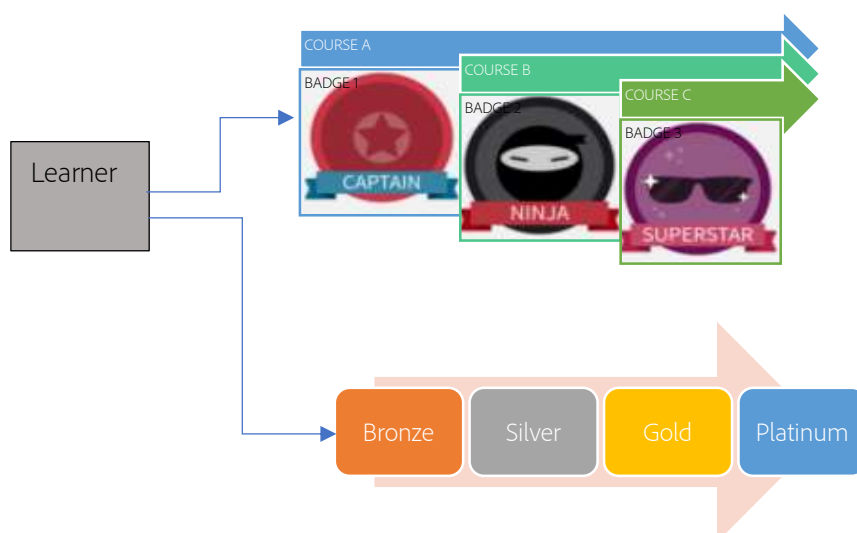
Providing training with a platform that has built-in motivational factors will lead to an engaged learner-employee, one who is more willing to contribute to the overall success of the organization and who will happily complete tasks assigned to them.

Organize Gamification in Prime

As the Admin in Prime, it is your prerogative to organize various aspects of [gamification](#) in the LMS. These are largely understood as [Badges](#) and Points. Badges work as immediate reinforcement because every time a learner completes a Course, they are awarded a badge. To give it a more real-world feel, the badge is also available in PDF format, a certificate that can be downloaded and printed if required. [Some organizations even take the initiative to design their own certificates for their accounts.](#)

Points, on the other hand, are earned as learners consistently complete tasks set up by the Admin and as they grow in number, they help learners achieve milestones. The default milestones in Prime are: Bronze, Silver, Gold and Platinum. You can modify these to suit your points strategy. You can be innovative in the implementation of points in Gamification as an organizational endeavor and, for example, use points towards cash rewards or other more tangible benefits.

If so enabled, learners in the LMS can see where they stand in terms of number of points achieved, on a [Leaderboard](#). The leaderboard shows you how you rank and where you stand amongst your peers.



A learner sees the Leaderboard in the Learner UI:



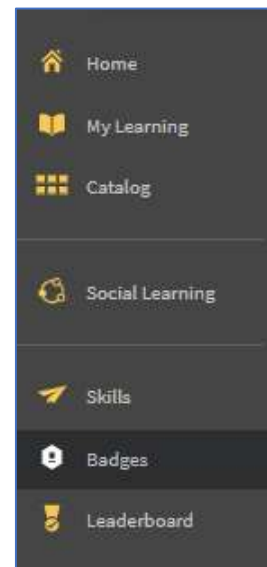
Reinforce, motivate, and instill a sense of competition:



From a psychological point of view, Prime helps you engage learners at different levels in your gamification endeavor. First, immediate gratification is important to learners working on a task, and the badge works to meet this human need. [The badge is visible to learners in their UI when they click on “Badges” in their navigational column on the left of their screen.]

Second, to keep learners engaged and work towards bigger goals, they are encouraged to earn points. More points equal better rewards, and rewards reinforce the human need for achievement. When points are converted into rewards, the cycle of earning and spending is also reinforced so that as learners consume points, they are simultaneously encouraged to train more to earn more. An example of how this premise works is shown below in the use case scenarios.

Third, when you introduce a Leaderboard that tracks account-wide performance, learners can also see where they stand in relation to their peers. Instilling the competitive spirit is also important for human beings to strive towards a goal.



Set up points in Prime

Gamification

Engage learners and encourage learning through Gamification. Reward desired learner behavior. Enable learners to earn points and compete with peers. Know more.

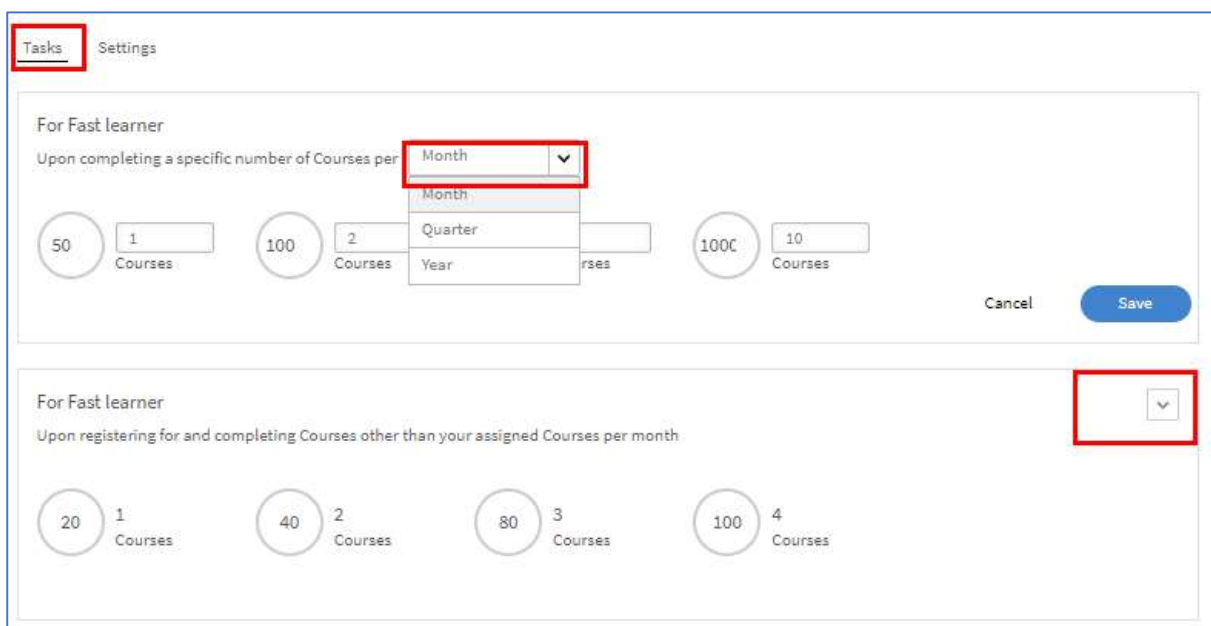
Levels Edit

1500	Bronze	2500	Silver	3500	Gold	5000	Platinum
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As Admin when you navigate to the [Gamification](#) page you are first presented with this linear progression of points and milestones. In consultation with your various L&D leads you can decide how learners can earn these points. Select, edit, and use the tasks listed below to suit your training goals.

Set up Tasks

There are several tasks upon the fulfillment of which learners earn points. These tasks are based on the kind of learner characteristics you want to encourage and reinforce, such as speed, motivation, upskilling, training consumption, etc.



The screenshot displays the 'Tasks' configuration interface. It features two task settings sections. The first section, titled 'For Fast learner', has the condition 'Upon completing a specific number of Courses per' and a dropdown menu currently set to 'Month'. Below this, there are three task options: 50 points for 1 course, 100 points for 2 courses, and 1000 points for 10 courses. The second section, also titled 'For Fast learner', has the condition 'Upon registering for and completing Courses other than your assigned Courses per month' and a dropdown menu. Below this, there are four task options: 20 points for 1 course, 40 points for 2 courses, 80 points for 3 courses, and 100 points for 4 courses. A 'Save' button is located at the bottom right of the first task configuration.

The screenshot above shows two of the tasks that you can set up, and the variables you can use and modify towards motivating learners. E.g., You can decide that someone who finishes N courses in X time will earn Z points for being a "fast learner". You can also encourage learners to earn additional points quickly when you reward them for taking up training other than what is assigned to them and completing that within a stipulated time.

A learner can keep track of their achievements in their Learner UI when they navigate to the Leaderboard.



Earn Points

Every time you learn or achieve a Skill, you earn gamification points. See below for the number of points you earn for each achievement.

Fast learner

Upon completing a specific number of Courses
 50 for 1 Course
 100 for 2 Courses
 400 for 5 Courses
 1000 for 10 Courses

Upon registering for and completing Courses other than your assigned Courses
 20 for 1 Course
 40 for 2 Courses
 80 for 3 Courses
 100 for 4 Courses

Self driven

Upon completing a set of self-enrolled Courses
 100 for 4 Courses
 200 for 6 Courses

Up Skill

Upon completing a specific number of Skills
 50 for 1 Skill
 100 for 2 Skills
 150 for 3 Skills
 300 for 4 Skills

Upon completing a specific Skill level
 50 for 1 Skill
 100 for 2 Skills
 150 for 3 Skills

REFERENCE

100 points for referring to a bookmarked Course 5 days after Course completion

Early completion

100 points for being in the first 30 learners to complete a Course

Timely completion

100 points for completing a Course in first 28 days

Comprehensive Learner

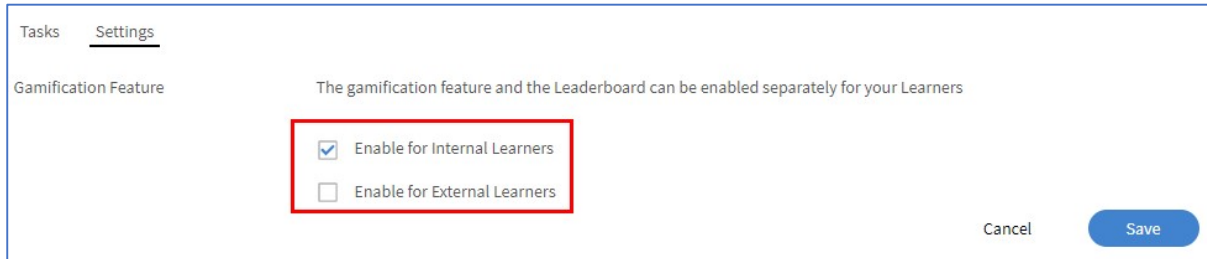
Upon consuming optional training material like Prework, Resources and Job Aids
 20 for 1 Learning(s)
 40 for 2 Learning(s)
 80 for 3 Learning(s)
 100 for 4 Learning(s)

Configure Gamification settings

A significant aspect of gamification in Prime is that you can modify settings so that if there are groups or individuals you wish to leave out of the endeavor you can, while simultaneously ensuring that it is implemented for those groups for whom it is important.

- Decide if you want it for all learners / external learners/ internal learners.

Note: Leaving both boxes unchecked would imply that gamification is not enabled for your account



Tasks Settings

Gamification Feature

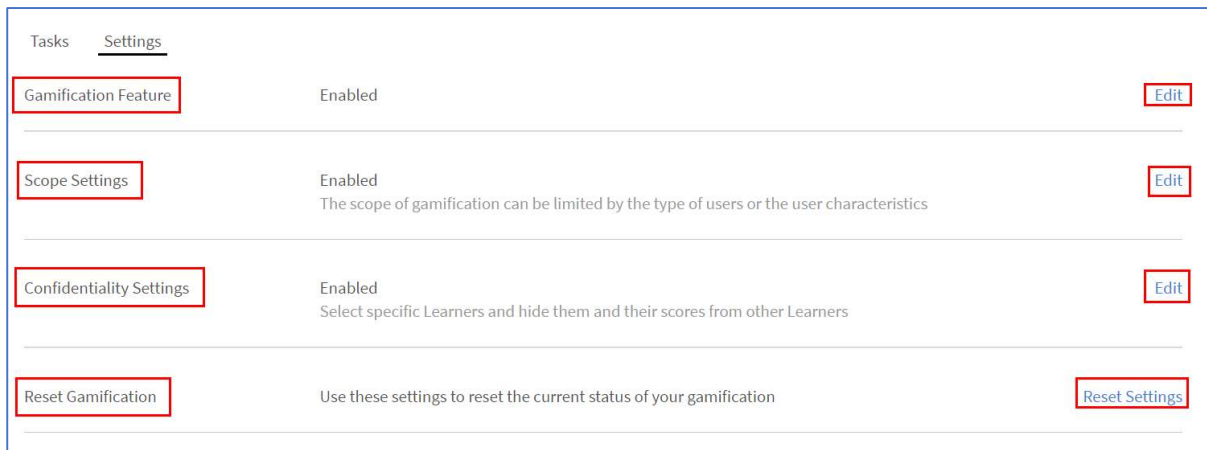
The gamification feature and the Leaderboard can be enabled separately for your Learners

Enable for Internal Learners

Enable for External Learners

Cancel Save

- By default, the scope of gamification in the account is set to all learners. You can limit the scope to certain learners and certain groups.
- You can create a list of “Confidential Learners” e.g., to include top ranking members of your organization so that their points/achievements do not appear on the Leaderboard.



Tasks Settings

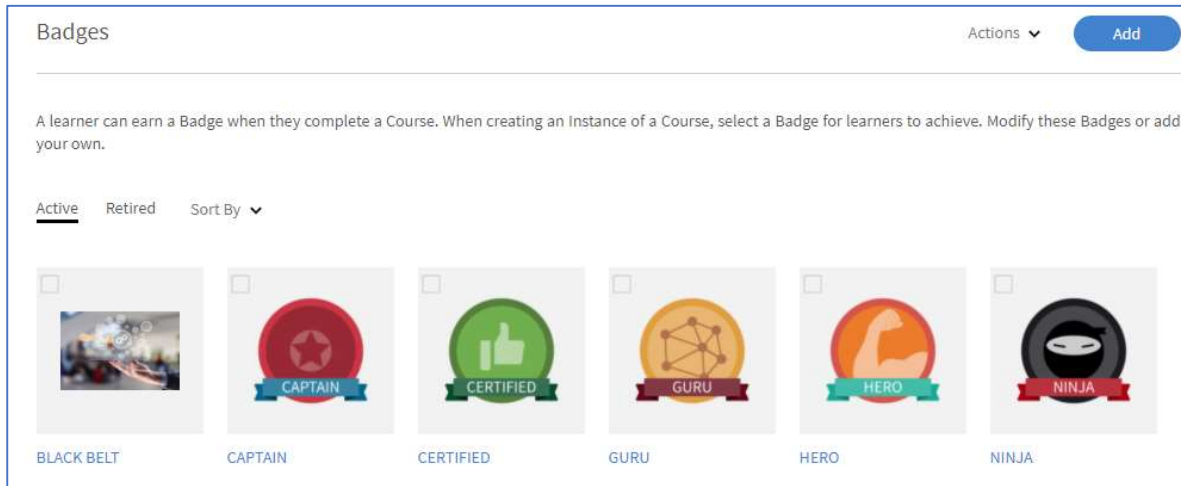
Gamification Feature	Enabled	Edit
Scope Settings	Enabled The scope of gamification can be limited by the type of users or the user characteristics	Edit
Confidentiality Settings	Enabled Select specific Learners and hide them and their scores from other Learners	Edit
Reset Gamification	Use these settings to reset the current status of your gamification	Reset Settings

Reset Gamification: This option lets you reset all scores and all learners back to zero. Sometimes if you have a trial account and have been trying out gamification and have some learners with some points, but now you want to launch the account for all employees, you can reset to zero so that everyone starts off from scratch again.

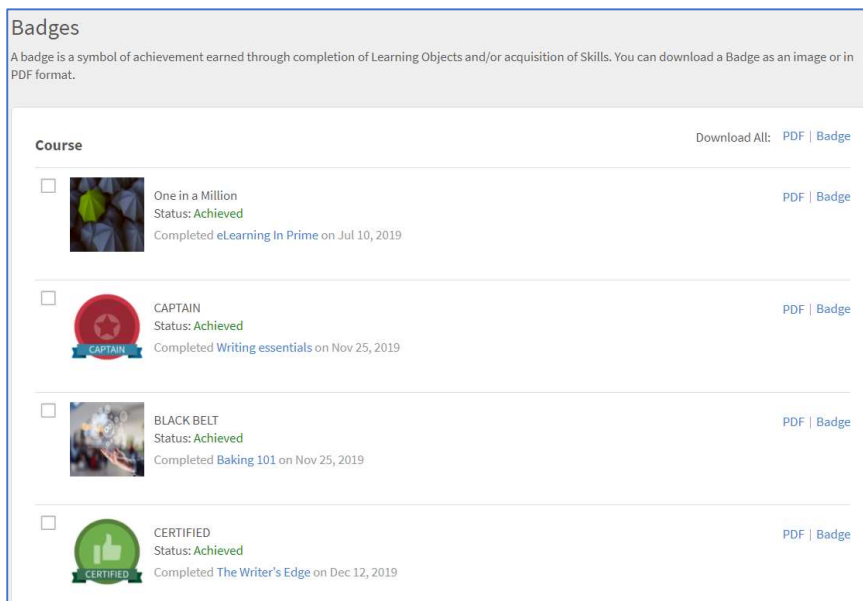
Other use cases for the reset option include, for example, if you want to run gamification for only a certain period e.g., a year. Or perhaps if once X number of learners reach Platinum (maximum number of points), you may want to restart the endeavor.

Badges and Certificates

Badges and certificates are associated with the Courses that lead towards the achievement of Skills in Prime. Badges are what Prime uses to satisfy the learner's very human need for immediate gratification. When you create a Course in Prime, you can associate it with a [badge](#). We have a variety of badges you can pick from, or you can customize your own.



When a learner completes a Course in Prime, they are rewarded with a badge. They can access this badge on the learner page UI, where they can navigate to see all the badges they have earned, the Skills they have achieved, and all the training they have consumed.





Sometimes, a more tangible reward is required, and some organizations prefer to give their employees / learners a paper certificate that can be displayed/filed/stored.

Captivate Prime also lets you [customize your certificates](#) if you want to go beyond what the LMS offers. Some organizations do prefer to match their certificates with their organizational look and feel, and to comply with company branding requirements.



Reports

As with all learner behavior in Prime, you can also track how well individuals fare with gamification. As Admin you can generate [reports](#) for individuals / profiles/groups to see what works well with participants. A gamification reports gives you data on points scored for the various tasks you have enabled in the account, for the learners you have defined in the scope and other settings. It also gives you information on where learners stand in terms of their milestones.

User Name	User Email	Total Points	Fast Learn	Upskill	Po Reference	Self Drive	Early Com	Timely Co	Comprehe	Playing Group	Current Le	Bronze	Silver	Gold	Platinum	Manager	userState	profile
Priyanka Kir	pprabhu@adobe	0	0	0	0	0	0	0	0	0 Profile (employee)	Beginner					Ashwini J	ACTIVE	employee
Ashwini Jai	ashwini.jaisim@	940	150	550	0	200	0	0	40	Profile (employee)	Beginner						ACTIVE	employee
Prashali Jair	prashaja@adobe	470	100	350	0	0	0	0	20	Profile (employee)	Beginner					Ashwini J	ACTIVE	employee
Sharath Ran	shramasw@adob	20	0	0	0	0	0	0	20	Profile (employee)	Beginner					Ashwini J	ACTIVE	employee
AshwiniI2	jaisim@adobe.cc	0	0	0	0	0	0	0	0	Profile (admin2)	Beginner					Ashwini J	ACTIVE	admin2

Use this information to improve your gamification strategy until you know what works best with your user groups. Gamification reports will help you tie back into the kinds of tasks and rewards that learners in your account respond to, as well as what they do not find as motivating. Channel these findings into enhancing your gamification endeavors so that it results in an engaged, motivated, and enthused set of learners across your organization.

A Note on gamification of Instances of Learning Programs

There are occasions when, as a large organization with several user groups and external partners who require training, you may face the requirement to provide training separately for cohorts of users. In such cases, you can create a Learning Program for this user group and use gamification for that instance. In this way the learners are all peers and familiar with each other, therefore more likely to enjoy the friendly

competition. Additionally, as they are all in the training together, they are more likely to stay engaged and focus on the goals as a group.

[Read more about gamification and Learning Programs here.](#)

Innovations in LMS gamification: use case scenario 1

Nideo (name changed to protect customer identity) is a world leader in the manufacture of graphic processing units for the gaming and professional markets. Their huge market success had led to a need to constantly educate and update vested audiences who need and want to know more about their products. Nideo uses [Captivate Prime as a headless LMS](#) to fulfil this requirement.

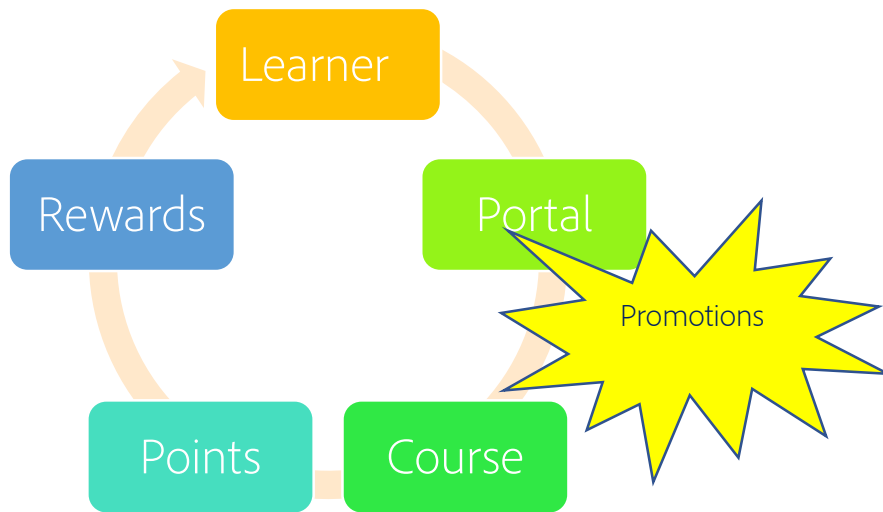
Their training portal incorporates gamification as a key strategy to encourage continued engagement. Features such as “Livestream” and “Promotions” engage learners and motivate them to interact with the learning portal. At Nideo, they do not want their training to feel like work for their sales partners, representatives, or customers.

The look and feel of the portal match their company colours and personality. Essentially a gamer’s interactive site, learning become about playing too. The carousel on the landing page showcases Trainings that they want learners to notice. Learners are invited to click to enroll right from the start.

The Promotions section of their portal highlights new Courses with information they would like their sales partners to have. Completion of these Courses according to certain timelines/other measures/tasks results in rewards.



Rewards work like entries to a sweepstakes. Every time you finish a promoted Course according to stipulated conditions, you are entered into a draw for a worthy prize. Prizes range from cash to actual products and more. They also have a Leaderboard where everyone who is participating in Trainings can see where they stand and how they rank.



Gamification is central to the learning / training on the knowledge portal. The portal has thousands of learners who are engaged, motivated and now well-versed in Nideo products and technology.

Innovations in LMS gamification: use case scenario 2

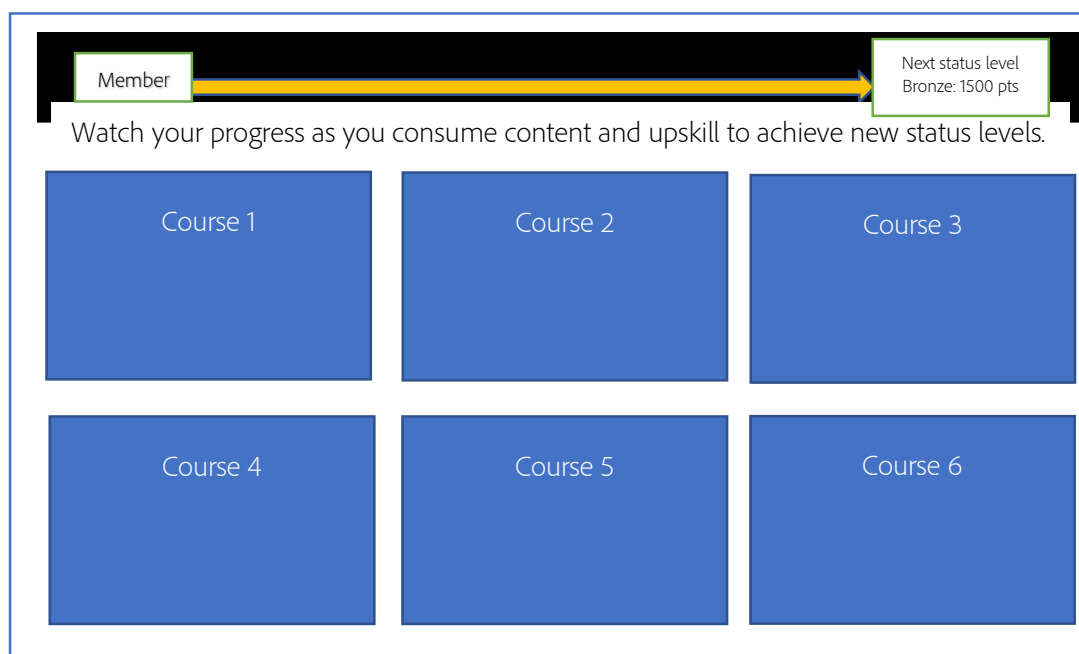
Training Arena

Premier training for sales reps and tech support worldwide.

Powered by Adobe Captivate Prime

A giant software multinational company built Training Arena (name changed to protect customer identity) as their learning platform, powered by Adobe Captivate Prime. The MNC has a variety of products, with thousands of resellers and sales representatives world over. They offer training using a portal independent of the organizational site, where they can train and update a global workforce about the latest upcoming products and updates regularly and consistently.

They use a [headless LMS](#) which means that they have a web wrapper that matches the kind of look and feel they want customers / users to identify with, powered behind the scenes by Captivate Prime. Using various API, the portal draws and sends information from and to the LMS.



Training Arena is available across the globe and in multiple languages to encompass their reseller / partner geographies. Anyone can become a user in the portal and explore the Trainings available. There are company sponsored promotions on social media and people can use social platforms to access and explore Training Arena.

The challenge was then to understand:

1. How to engage users once they had entered the portal?
2. Differentiate between those who were “just exploring” and those who belonged to partners and reseller stores, therefore instrumental in the sale of products and services.

The solution was to implement a rewards-based gamification strategy linked to a Certification training that would let the Admins of the training platform know whether users were certified resellers/salespeople/ reps from partner stores or not. The Certification comprises Courses which require learners to submit



various documentation and authenticate their store emails before they can be authorised to access the rewards portal. Rewards are generally in the form of subscriptions e.g, a 3-month gaming subscription.

Learners therefore are largely salespeople from various stores across the world. They enter the portal, take up the accreditation and become verified users. They are then usually assigned training using Learning Plans which automate the learners' progress through the trainings. As they complete Courses, Learning Programs, Certifications and tasks (e.g. quick learning), they are rewarded with badges and points. As they accumulate points and cross milestones (Bronze, Silver, Gold, and Platinum) they can cash in the points for rewards.

Conclusion

Employee motivation and engagement is a critical component of employee relations in any organization today. When you add training requirements to everyday work tasks, it can be perceived as extra work that needs more time and energy than a person already spends at the workplace. It becomes imperative that employees feel propelled by something more than just managerial directives to take on and complete training. Additionally, L&D invests a lot in developing, procuring, and tailoring content for organizational training initiatives. It would be a wasted effort and bad ROI if reports showed low enrollment and completion rates.

Gamification, when implemented well, can make a world of difference to mandatory trainings as well as voluntary enrollments. With Adobe Captivate Prime you can help employees feel empowered in their training journey e.g, when you enable them to make training choices outside of what is assigned to them and reward them for it. Help learners focus on tasks when you reinforce them with points and let them see the value in their training when they earn significant certificates that validate their effort. Prime helps you do all this as well as imbue a sense of peer-to-peer competition to boost that sense of achievement and the need to strive for more. Employees who are engaged and motivated automatically bring that energy to their work as well, therefore directly impacting their quality of work as well as the overall health of the organization.

Please do get in touch with your Customer Success Manager for more information. For support issues, please contact captivateprimesupport@adobe.com.