

30% Discount Ends in: _Days: _Hours: _Minutes: _Seconds

Did you know that the average cost of employee onboarding is \$4,100 per new hire?

That aside,

Did you also know that by increasing your customer retention rate by ONLY 5%, you are looking at up to a 95% increase in profits?

Mind boggling, right?

I know you are wondering what the two statistics have in common, take a guess...

Human Beings!

Yes, both are hugely dependent on how people are treated, or how they perceive they are treated.

But if you are like most people...

You crave for success. But sometimes, it doesn't just click.

If you are either:

- Part of the HR team doing recruitment and onboarding, or
- Responsible for continuous training and development of other employees, or
- In charge of planning, strategizing, and implementing marketing campaigns for your employer, or
- Tasked with community outreach in your organization,

Then this is your lucky day.

CTA: *Steal the proven system*

Every time you onboard a new client or head an outreach campaign,

There's always one question that will bother you...

Am I doing it right?

Do I actually know what I'm doing?

And what will my bosses say?

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Its at that cross-road that you are in charge of your destiny.

And you always have two options;

1. Just let the question pass and continue doing what you have been told to do. Then after a failed campaign, the boss summons you, scolds for being useless to the company. Feel sad for yourself. Mourn for 3 days. Rinse and repeat.

OR

2. Answer: “*YES*” confidently to all those questions. And cast away all the doubt. While you continue being an expert at what you do. Until it reaches a point you know what to do, and when. And you can confidently promise your bosses results.

The top companies globally are using this method. Not only to make you a consistent customer, but to also train their employees.

And ensure that any investment put into training employees and developing their skills further is felt directly at the workplace.

They use this technique to make new employees feel so comfortable on their first day.

They foster team work so seamlessly. Their customer engagement seems so easy and effortless.

If you:

- Have been doing all your best to make new employees feel comfortable,
- Have been dedicating your time strategizing around the current trends,
- Are giving your all trying to convert your customers into a community,

Then you are no further from the truth...

But when the boss calls you to task why he sees no results; you start biting your lips or worse blame it on your competitors.

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“Sub-goals, some indication of progress. Part of the pleasure of a crossword puzzle is the feeling of progress as you get closer to completion, bit by bit, through the meeting of small goals. This is what much of gamification is about: using points or currency or badges or progress bars to indicate that you’re getting closer to the end;”

– **Paul Bloom, The Sweet Spot.**

“If something is engaging because it lets you express your creativity, makes you feel successful through skill mastery, and gives you a higher sense of meaning, it makes you feel very good and powerful.”

– **Yu-kai Chou**

How many times have you heard conversations around these phrases?

- *the hiring process felt drawn out and confusing.*
- *the role I was onboarded for didn't match what was advertised.*
- ... *the training sessions lacked depth and relevance.*
- ... *I didn't gain any new insights from the training.*
- ... *the campaign failed to resonate with our target demographic.*
- ... *we invested a lot but saw minimal returns.*
- ... *the community event seemed disorganized.*
- ... *the outreach efforts didn't feel genuine to the community.*

If you are part of the organizers and you eavesdrop on one such conversation,

Trust me, your day will be ruined.

And you’ll always doubt yourself.

You’ll set up a campaign, and once everything is set, you get back to square one. Because you doubt everything you have planned.

You will always be insecure. And the company will be on the lookout for a better person to do the tasks you are not generating results for.

You will be in this loop as long as you do what you keep doing,

UNLESS YOU FIND A WAY TO BREAK THOSE WALLS

And there’s no better person to show you how to break the wall than the mason who knows how the wall was built.

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Welcome to the world of Gamification.

Does the company Consumer Recreation Services ring a bell?

I bet it doesn't.

In the movie, The Game – 1997, Nicholas Van Orton is handed an opportunity to participate in a game by CRS. The purpose of the game.... To make his life fun.

Through psychology, the company blurs the line between Nicholas' life and the game.

It ends by Nicholas leaping off the roof with a suicidal intent but is rescued and brought back to reality.

The game, just like what we are about to offer you, was '*specifically tailored for each participant*'.

And the sweet part?

It was successful for each participant. Every! Time!

CTA: *Join the movement now*

So, here's the thing,

As human beings, we are wired to win, and win, and win, again and again.

And once we are rewarded, we go at it again for the next reward. And the next. And the next.

Gaming apps realized this, and they used it to their advantage.

And that's why you will always want to beat the highest score. And for what gain? Just to feel good.

Large businesses read the signs early. And took it upon themselves to incorporate the gaming experience into their daily businesses:

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- *L'Oreal Cosmetics made a makeup genius app where you upload your photo and apply make up to it. End result? You find a perfect combo of make-up. You order it.*
- *Freshdesk has a reward system for her agents. The agents compete and earn points for helping customers.*
- *Google customizes its logo from time to time based on events ending up gaining a lot of customer engagement.*
- *KFC launched a 'shrimp-attack' campaign where players won points and vouchers. The game witnessed over 90% completion.*

I mean, the list is endless.

The benefits of gamification experience include...

- Increased employee engagement,
- Effective training where employees enjoy learning,
- Effective consumer outreach campaigns,
- Successful community engagements,
- Having the power to determine the success of your campaigns.

All these are possible for you, provided you fulfil these conditions:

1. Know how to plan and purpose a specific gamification experience to a specific set of people.
2. Know when to use and when not to use specific aspects of your gamification plan.
3. Know how to execute, follow up, and get feedback for a gamification strategy that you set up.

You can only fulfil these conditions through:

Gamify Pro Gamification Designers Professional Certificate

What is this all about?

This is a unique certification program for gamification program by gamification giants; Gamify Pro.

The program is founded on three important elements of any learning:

- Learning,
- Practicing,

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- Reflection.

What sets us apart?

This is not the regular gamification online courses you see on educational platforms.

The three crucial differences between us and other online courses are;

1. Ours is not a one-way gamification experience training. We are not here to lecture you, we do better than that.
We immerse ourselves fully to give you the much-desired support.
2. As a business, we have hands on practical experience on gamification.
And we are willing to share this knowledge with you.
3. Upon completion, you'll have worked on a unique project of your choice.
Its through this project that we can prove your expertise

Course Details:

Date: 1ST & 2ND December 2023

Time: 2.00 PM

Location: Zoom

Price: USD 1,000 per person

Outline:

1. Introductory module: 1- hour introduction to gamification concepts. Carried out on the Gamify Pro Platform.
2. Session 1: 4-hour Zoom meet on concepts of gamification. Here you'll present your gamification strategy, and apply game elements to non-game setting.
3. Session 2: 4-hour Zoom presentation on case studies. For you to understand what works and what doesn't.
4. Session 3: 4-hour Zoom presentation on Gamify Pro App for you to have a feel of how the app work.

Bonus 1: Up to 90 days free subscription of the Gamify Pro app with free credits you can use to buy a subscription plan.

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Bonus 2: A 60-minute expert-led consultation which allows a one-on-one interaction with the expert on your project.

CTA: *Unlock your gamification potential*

There are so many online platforms that promise gamification courses but at the end of the course you are left as green as you enrolled. You still can't deliver a well thought out campaign to deployed at work or in life.

You might have even thought you are the problem but that's not the case.

Most gamification programs lack cohesiveness and coherent planning and thus at the end of the course it leaves you without the desired gamification blueprint to plan and execute campaigns.

Our course will arm you with a **6D playbook** which contains all the blueprints on:

- ✓ How to plan,
- ✓ How to deliver a gamification campaign,
- ✓ How to get employee engagement,
- ✓ Consumer outreach and advocacy
- ✓ Staff onboarding

You will also be assigned a mentor, who will work closely with you to ensure you. During the training, you will present your ideas to your peers and mentor and this will give you a hands-on experience to create the project you proposed during the planning phase.

By the end of the course, you will have created The Gamification Concept Document. This practical approach will ensure you become competent in designing a gamification experience which is demonstrated through submissions.

During this period, we will provide you with a one-hour one-on-one consultation because we are really invested to ensure you became a master of gamification.

Enrolling in our program will literally transform your life.

CTA: *Become a gamification master today!*

Gamify Pro Gamification Designer: Professional certification sells at \$1000 but we are currently offering a 30% discount to organizations that purchase 3 tickets and above.

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This offer is only for a short while. Transform your organization now!

CTA: *Join the movement today!*