Engagementgame

Serious gaming used as a management intervention to prevent work-related stress and raise work engagement among workers

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Presentation outline

- Background
- Development process
- The Engagementgame
- Training
- Experiences
Background

• Work related stress is major health risk
• Interventions and measures often not taken
• Effectiveness of interventions largely depend on management and supervisors
• Lot of focus on stress prevention in stead of stimulating work engagement

Conclusion: Need for new type of work-related stress and work engagement intervention aimed at managers
Management intervention aimed at work-related stress and work engagement by means of a serious game.
Serious gaming

• Serious game = a game in which education (in its various forms) is the primary goal, rather than entertainment (Michael & Chen, 2006)

• Scientific evidence on effectiveness is increasing (Dondlinger, 2007)

• Number of applications of serious gaming is rapidly increasing

Glucoboy

How Mario deals with diabetes
Opportunities of serious gaming

- Active learning more effective than passive learning (Vygotsky, 1978)
- Experiment without fearing negative consequences
- Direct feedback on actions
- Short and long term consequences can be experienced

Learning pyramid of Bales
The Engagement Game

Target group
• Middle managers

Objectives
• Sense of urgency towards work related stress and work engagement among managers
• Self-efficacy of managers to deal with these issues
• Actual behaviour to prevent work related stress and stimulate work engagement
What’s in a game?

The game:
• Player is manager of a Mexican restaurant
• Player can choose from 2 scenario’s
• Each scenario starts off with an assignment: good financial results

Build in:
• Simulation model
• Time constrains
• Possibility to intervene
• Dealing with dilemmas
• Dialogues with employees
From theory to game practice...
One workplace...
Six workers...
With different work tasks...
And job demands and resources...
Effecting their work engagement...
It’s is up to the player to intervene...
Talk with workers...
Please the boss...
As well as customers...
Monitor operations...

Bedrijfssinfo

De opening van een nieuwe wijk in Lekkerbeck leidt tot potentieel nieuwe klanten voor El Burro Crocante. Aan jou de taak om de mogelijkheden hiervan te verkennen met de uitrol van drie pilots.

Je hebt vijf weken om je personeel succesvol door deze verandering te leiden. Zorg dat zij bevlogen blijven en houd eventuele werkstress in toom.

- Behaal na vijf weken een bedrijfsresultaat van minimaal XXX euro.
- Evaluer drie pilots om nieuwe klanten aan te trekken.

Kwaliteit werknemers
Reputatie restaurant
Tevredenheid klanten

Totaal gerealiseerde omzet
€ 1,125

Investeringen
€ 0

Bedrijfssresultaat
€ 1,125
Pick up signals from workers...

Harald
8 maanden lid
69 posts

Harald
Klassiek voorbeeld van #onrechtopdewerkvloer. Iedereen werkt zich uit de naad en één iemand gaat er met de bonus van door. Is omkoperij de nieuwe manier om je personeel te motiveren?
Gepost: gisteren

Liz
Zomeente weer weekend en ik hoef niet te werken. Jippie!
Gepost: twee dagen geleden
And customers...
To reach good company results...
Due to an engaged team of workers
Training

Conditions:
• Max 20 participants
• Middle management
• Duration 8 hours

Content:
• Game
• Reflection
• Theory
• Transfer
Experiences in training setting

Overview of training:
• Playing the game in duo’s
• Discussion of results
• Translation from game to practice

Experiences:
• Fun to play, enjoyable gaming experience
• Translation from game to actual work situation
• Stimulates dialogue on work related stress and engagement
• Gives managers common language and examples to refer to
To be continued…

More information?

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