

**GAMIFIED**  
Gamified MENA  
Engagement Everyday

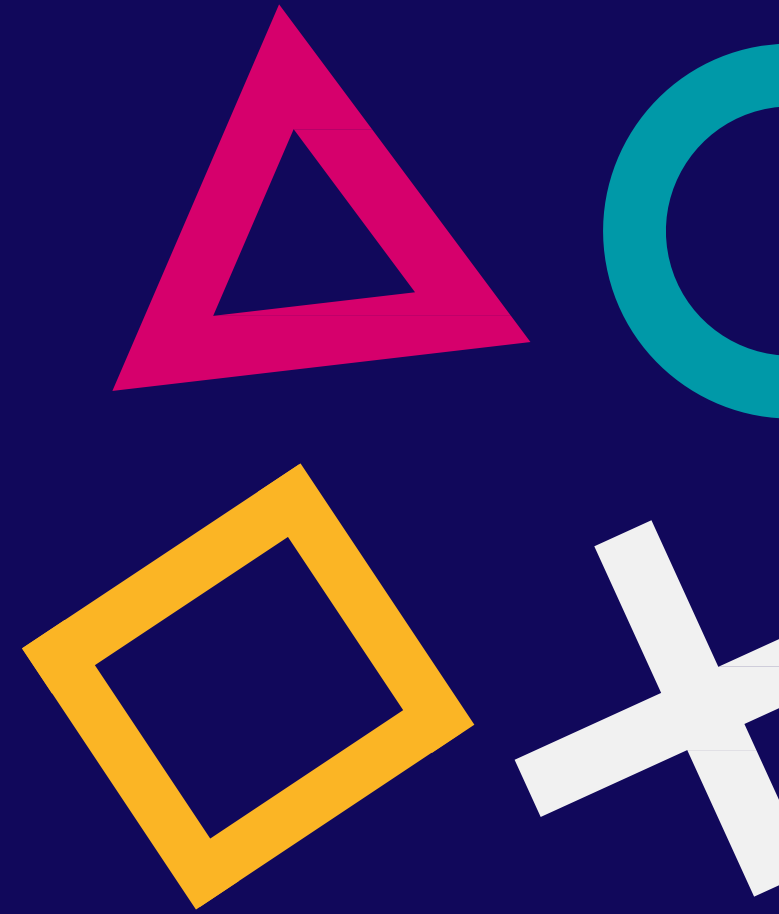




## About Us

Gamified MENA is an [online and face-to-face gamification solutions house](#). We help companies create the right environments that engage employees to improve performance and achieve business objectives.

Our work uses gamification schemes and expertise in business functions to get companies at the intersection of business growth and connecting employees around the company's purpose through gamification.





# Our Services

1.



## Gamification Enablement

Nurture a growth and performance hacking mindset in managers. Gamification enablement uses workplaces and coaching programs to allow mid-level and senior managers to improve results and grow their business.

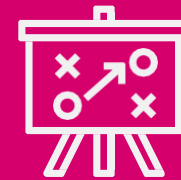
2.



## Workplace Gamification

Build the right culture and environment to boost performance. Workplace gamification engages teams to perform better against their KPIs.

3.



## Solution Design

Design engagement strategies and online solutions for building robust employee and customer bases. Bespoke consulting engagements allow you to test concepts quickly and maximize the success of both online and face to face engagement opportunities.

# 1.

## Workplace Gamification

We have one goal – to boost employee performance to increase engagement and improve business performance. Today, workplace environments can be so complex that create the right environment at work can be impossible.

Our combined expertise in gamification psychology and business functions allows us to design solutions that motivate employees to achieve and exceed results while feeling more engaged with their jobs and their employers.

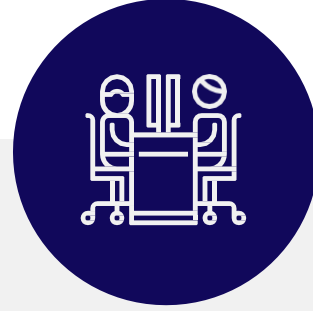


## Offerings include:



### **Business function performance**

Get your specific business functions in sales, customer service and core service delivery to exceed their goals and their success metrics. We design workplace solutions that generate a positive association between performance and business targets to push performance forward.



### **Culture improvement**

Workplace cultures can make or break any business. Our work focuses on your target culture values and creates an employee engagement blueprint that allows employees to slowly understand, embrace, and reflect workplace culture in their daily work.



### **Learning & skill development**

Skill gaps create one of the biggest roadblocks to maximize individual and team performance. Motivation and dedication to learning can get lost in the hustle of daily tasks – and cost more in lost performance opportunities. Our approach focuses on creating continuous drive to build and showcase the knowledge and skills necessary to achieving business goals and meeting training requirements.

# 2 .

## Gamification Enablement

Gamification is often a misused term – in a nutshell, gamification uses the principles of motivation psychology behind game elements to increase performance.

Understanding motivation can mean the difference between a complete and an incomplete task, or between a purchase made or not.



## Gamification Enablement

Gamification enablement builds the right mindset and skills for mid-level and senior managers to better influence their teams towards higher productivity and performance.

**This includes understanding how employees think and act to**

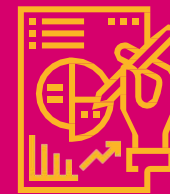
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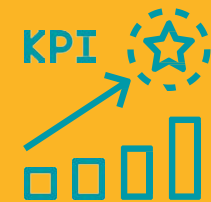
Motivate teams to achieve role-specific KPIs through non-financial rewards



Catch low performance at an early stage



Design and implement strategies to promote productive behavior



Achieve and exceed departmental KPIs through higher productivity

# 3 .

## Solution Design

Great engagement strategies for employees and customers are essential for execution to yield the necessary ROI. Our work focuses on auditing and designing employee and customer-facing engagement strategies to ensure their business effectiveness.

Engagement strategies we work with include offline and online campaigns, operations, and business products design for high-stakes groups – employees and customers.

We also focus on customer-facing web apps and mobile applications to increase the frequency of desired user behavior, including social media engagement, shares, and purchase decisions for e-commerce.





# Contact Us:



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