



Designs that draw people to participate: examples of good practice

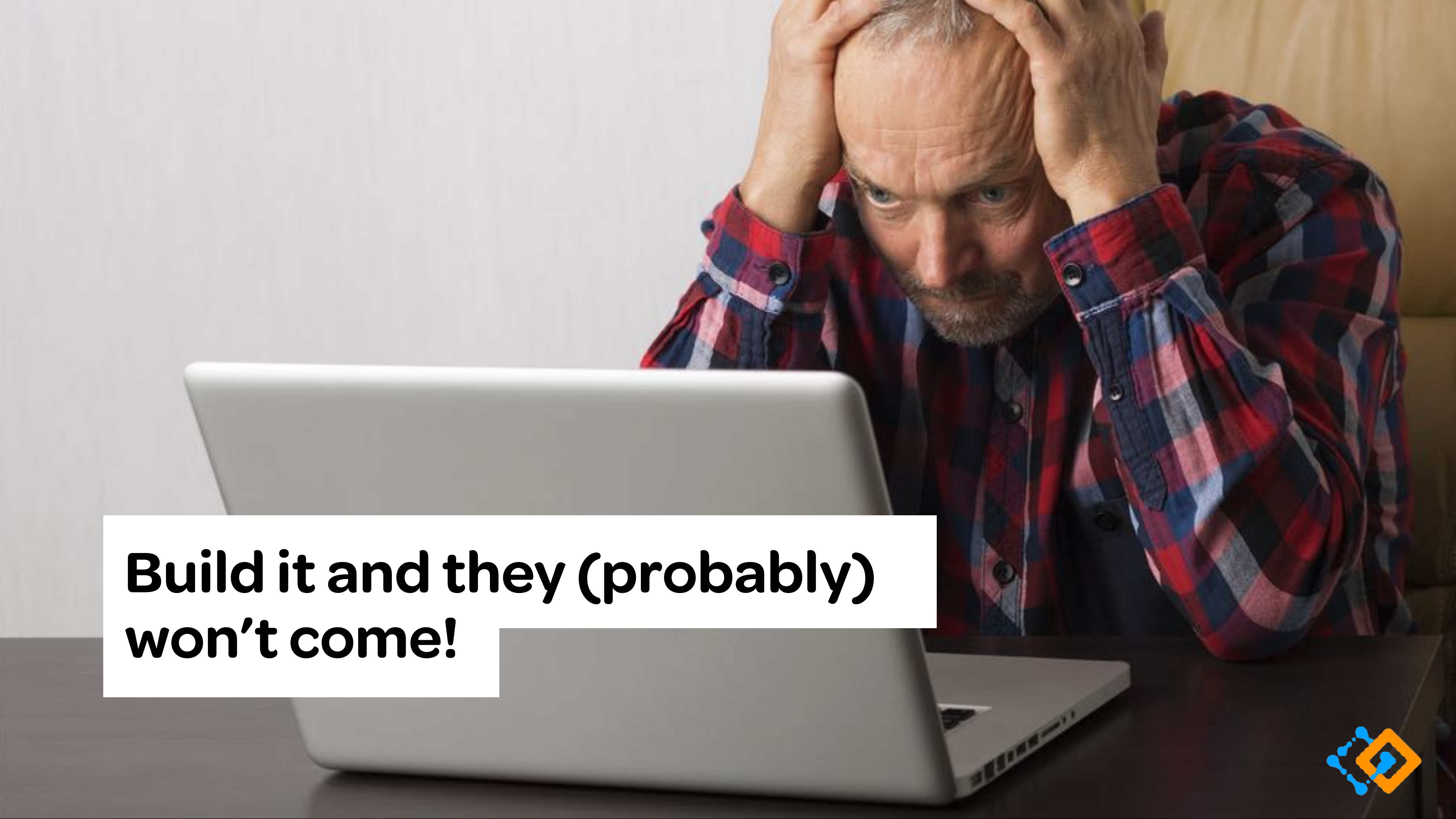
James Robertson, Step Two (www.steptwo.com.au)



A photograph of a white elephant standing in an enclosure. The elephant is facing left, and its body is covered in wrinkled, light-colored skin. It is standing on a wooden platform. In the background, there are green trees and a wooden structure with a roof. A white text box is overlaid on the lower left of the image.

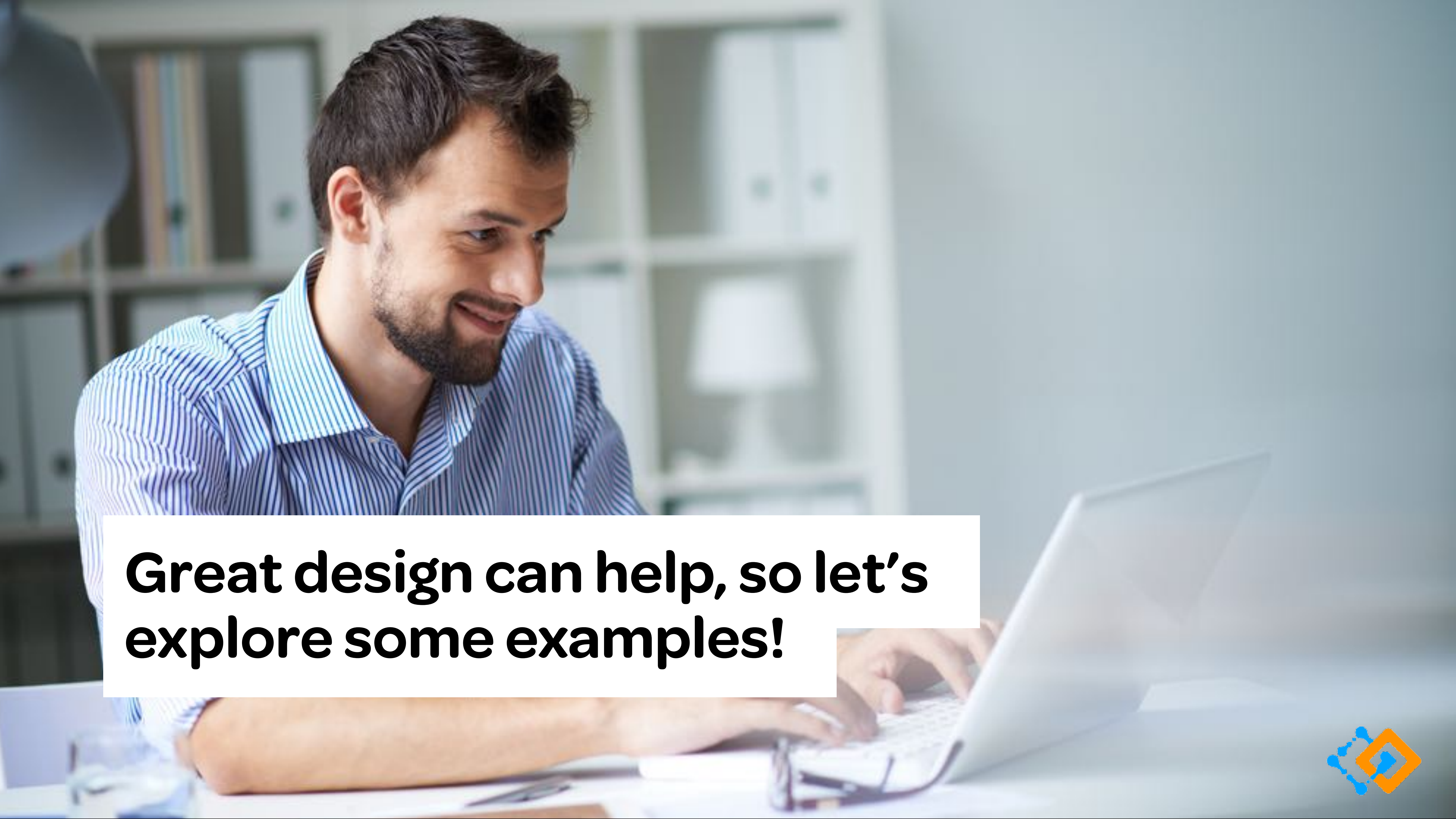
**The world is filled with KM
white elephants**





**Build it and they (probably)
won't come!**



A man with dark hair and a beard, wearing a blue and white striped shirt, is sitting at a desk and working on a laptop. He is smiling and looking at the screen. The background is a blurred office environment with shelves and a lamp.

Great design can help, so let's explore some examples!





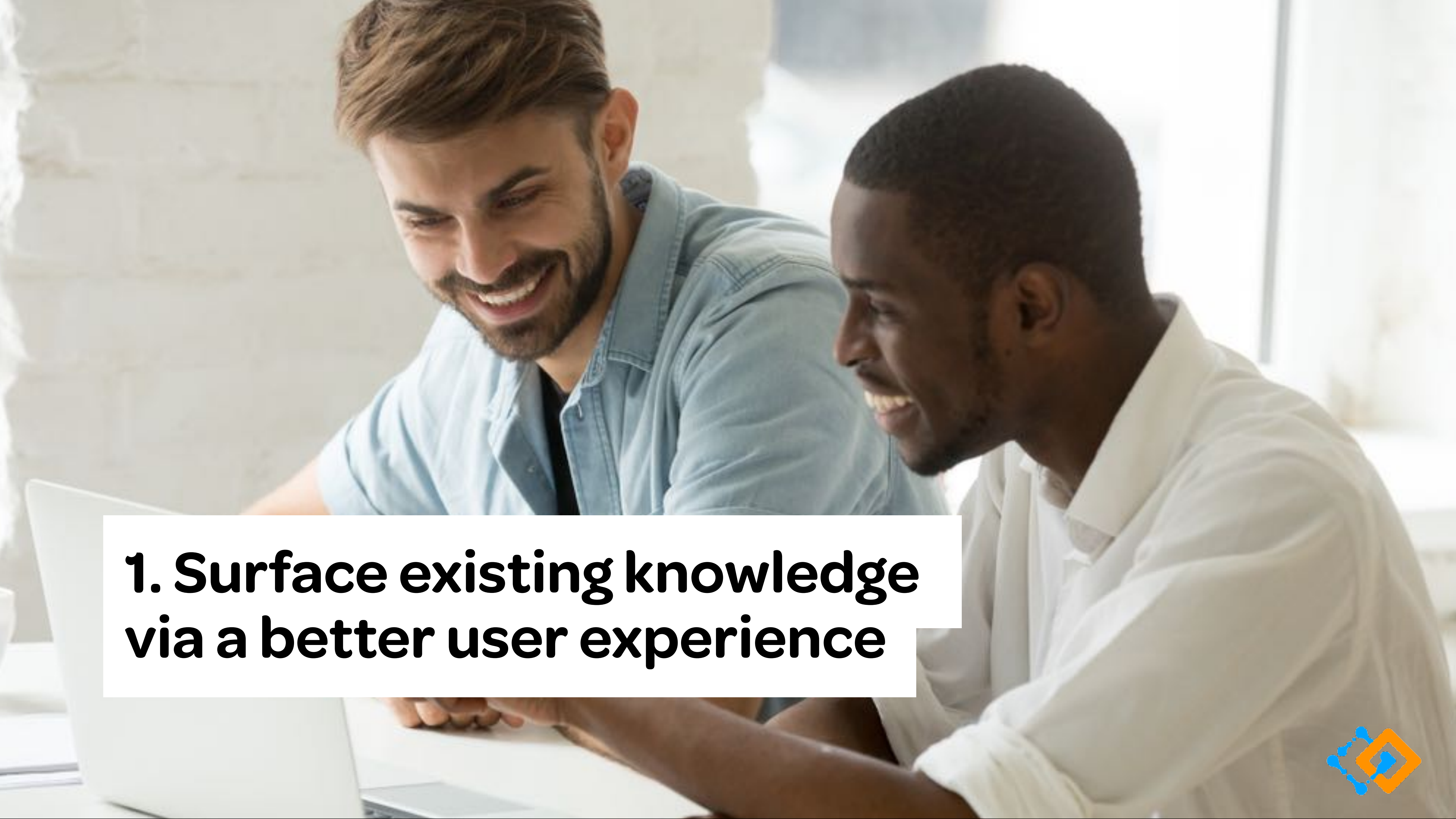
Step Two

Intranet & Digital Workplace Awards

#IDWawards

www.steptwo.com.au/iia



A photograph of two men, one with a beard and light blue shirt, and another in a white shirt, both smiling and looking at a laptop screen. The background is a bright, modern office with large windows.

**1. Surface existing knowledge
via a better user experience**



A photograph of two men, one with a beard and light blue shirt, and another in a white shirt, both smiling and looking at a laptop screen. The background is a bright, modern office with large windows.

2. Generate engagement via a delightful user experience



brendonia.2008's iran Bookmarks on Delicious - Mozilla Firefox

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missile nuclear iran

Tags Options

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- +banks 1
- +basiji 2
- +bin 2
- +bombing 4
- +censorship 2
- +chants 1
- +china 3
- +crackdown 5
- +death 14
- +denial 1
- +diplomacy 1
- +election 2
- +espionage 1
- +ethnic 1

Done

start brendonia.2008's iran... Microsoft Excel - Cou... Zotero screen shot 1 ... EN 14:58

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Gamification Essentials

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- ☐ Point of View 5
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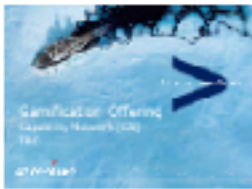
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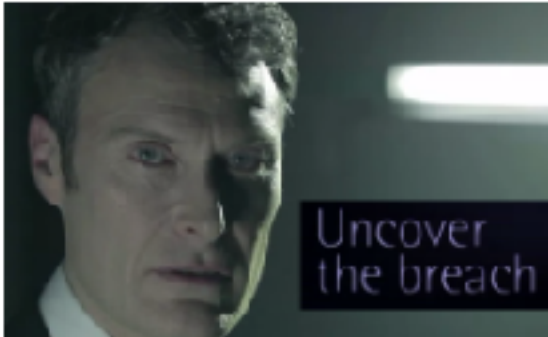
[📄](#)
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Capability Network T&O Gamification Offering Deck



[🔖 8](#)
[👁 17](#)
[➡ 0](#)
[💬 0](#)

Accenture Gamification Examples



[🔖 91](#)
[👁 512](#)
[➡ 2](#)
[💬 2](#)

Gamification for Change Management Playbook



[🔖 77](#)
[👁 515](#)
[➡ 2](#)
[💬 4](#)

Gamification Induction Workshop



Lessons Learned from Accenture's Implementation of Badgeville (CONFIDENTIAL - INTERNAL USE ONLY)



[🔖 42](#)
[👁 133](#)
[➡ 1](#)
[💬 1](#)

Learning Decathlon - Gaming and Gamification



[🔖 63](#)
[👁 288](#)
[➡ 2](#)
[💬 3](#)

Accenture's A3 Gamification Program (with Screenshots)



Gamification for IT Change Management - Training Session



[🔖 33](#)
[👁 129](#)
[➡ 0](#)
[💬 0](#)

Innovation Workshop: Gamification and Social Collaboration



[🔖 117](#)
[👁 708](#)
[➡ 6](#)
[💬 9](#)

Accenture's A3 Gamification Program (Client Discussion Deck)



[🔖 62](#)
[👁 405](#)
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Gamification Primer



Accenture

www.steptwo.com.au/iia





Gamification Essentials



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RE-ORDER ITEMS


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The best internal content around gamification.

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Filter by Categories:  Edit  Cloud View

Topic

☐ A3
☐ Change Management
☐ Collaboration
☒ HR and Learning
☐ SaaS

Content Type

☐ Client Facing
☐ Internal Examples
☐ Framework
☒ Point of View
☐ Presentation
☐ Workshop

338 comments ▼
Add a Comment

Write something...

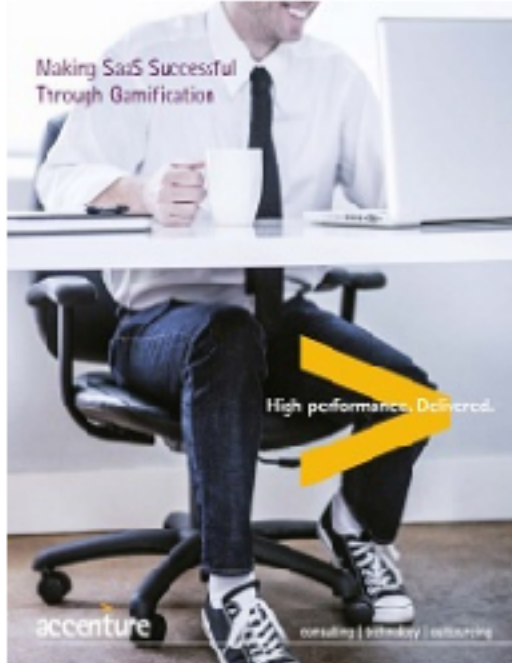
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Items categorized as: Point of View X

Gamification: Playing Your Digital Cards Right


51
290
5
5

Making Software as a Service (SaaS) Successful Through Gamification


34
211
6
6

Games and Gamification – Changing the Human Resources


32
216
4
5

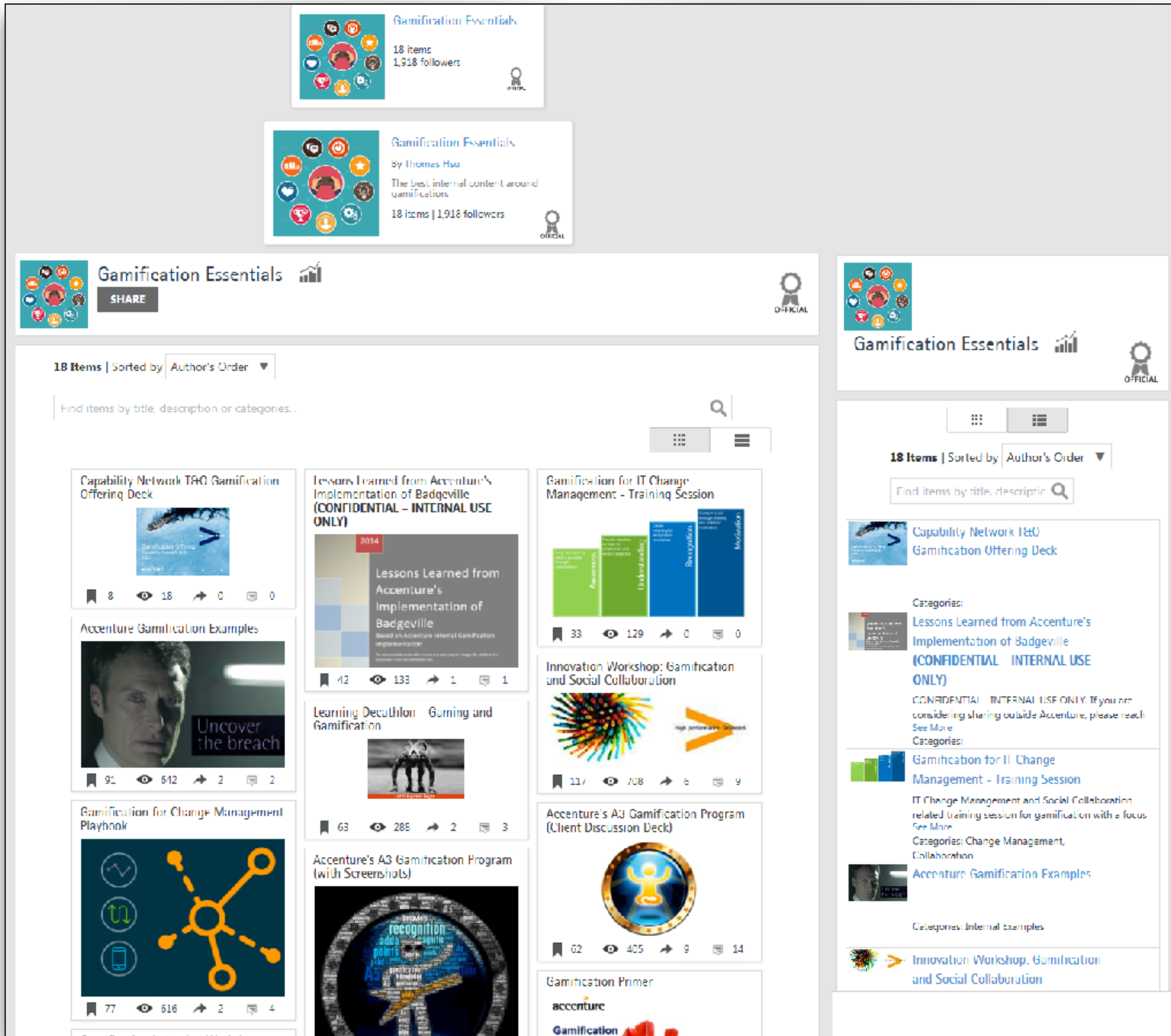
Gamification and Sustainable Behavior Change


Why gamification is serious business | Accenture Outlook


36
252
3
5

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Accenture





687
Followers



Completed
Get Started Mission



Lifetime Achievements

Influential in:

 Search Beta Pilot Feedback

Quarterly Score | My Impact | Leaderboard

Resets in 83 days

489 Points



Rockstar

111 points to level up



Guru

Past scores

Connect	Contribute	Champion
 Make the Connection ☐	 Share My Knowledge ☐	 Secret Mission ☐
 Follow the Leader ☐	 Popularity Contest ☐	 EvalRate ☐
 Build a Following ☒	 Conversation Starter ☐	 A Like-ly Story ☐
	 Streamify ☐	 My 2 Cents ☐
	 Giving Back ☐	
	 Best Seller ☒	
	 Superstar ☒	
	 Follow My Content ☒	

Giving Back ×

0% Contribute 5 pieces of content for 75 points. [Upload your content](#) or [Grid](#) or write on your [blog](#) or Create your [Collections](#) to share your point of view.

 Contribute 5

Contributing is an essential part of collaboration and w... ☐

 Contribute 3

There are so many ways to add value it can be hard to... ☐

 Contribute 1

Collaboration thrives on great content. Contribute som... ☐

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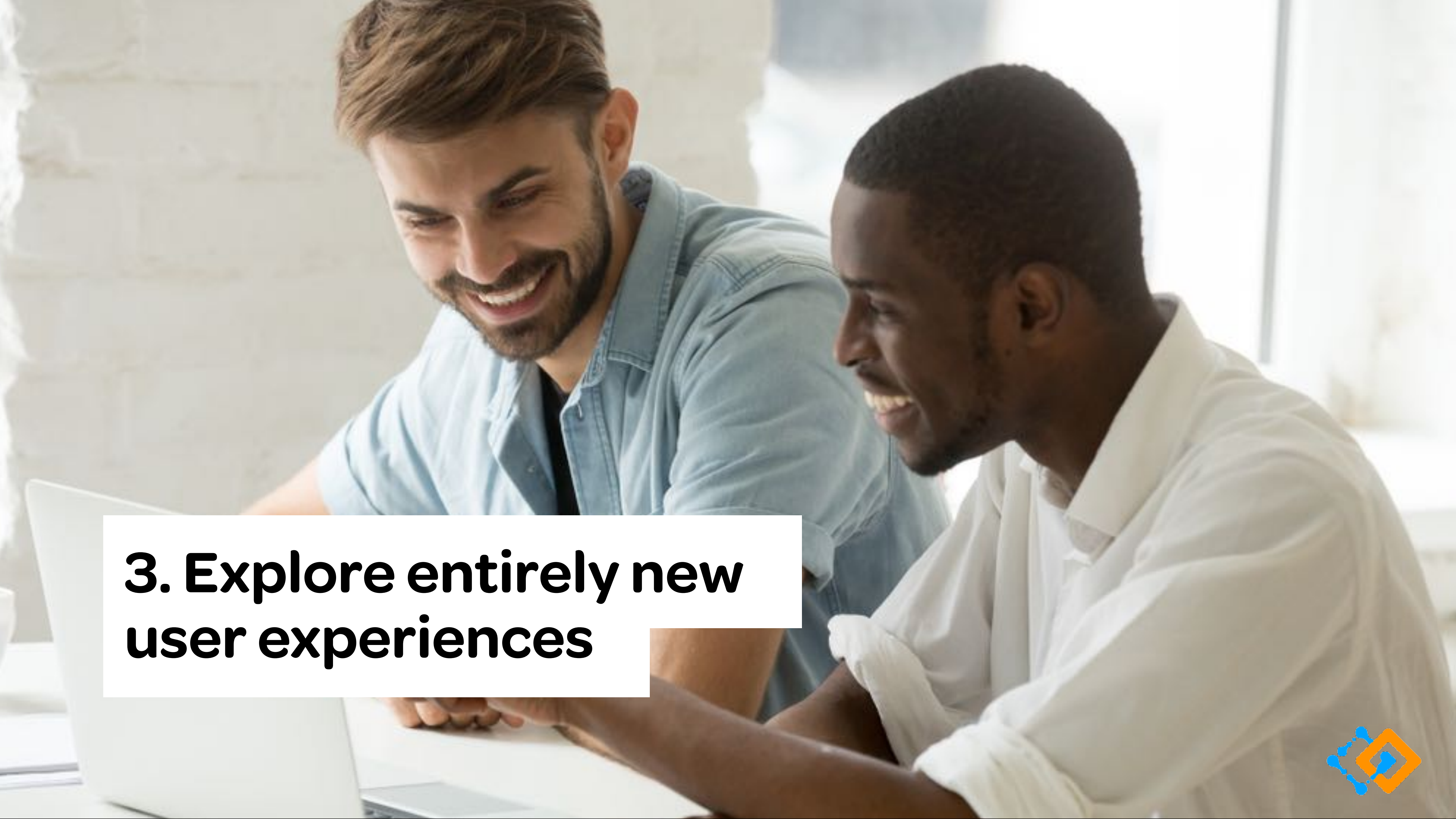
Accenture



At the time of the award entry:

- 10,000 collections
- 170,000 items
- 11,000 monthly follows
- 1,600 collections embedded in other Accenture sites



A photograph of two men, one with a beard and light blue shirt, and another in a white shirt, both smiling and looking at a laptop screen. The background is a bright, modern office with large windows.

3. Explore entirely new user experiences



The screenshot shows the myLiberty portal with several annotations in red boxes:

- Important messages outside of email**: Points to the top navigation bar.
- Generated by systems, team business**: Points to the 'Approvals' icon in the left sidebar.
- Aggregates approvals from across enterprise**: Points to the 'Approvals' icon in the left sidebar.
- Set of personal micro apps such as my**: Points to the 'About Me' icon in the left sidebar.
- Experimental chatbot eg what is the next office holiday? who is employee XYZ?**: Points to the 'Assistant' icon in the left sidebar.

The portal content includes:

- Header**: myLiberty logo, navigation links (About Liberty, Employee Center, Business/Department, myConnections), Search bar, Feedback, and Quick Links.
- Left Sidebar**: Icons for Approvals, About Me, Assistant, and Settings.
- Main Content Area**:
 - OUR VALUES**: Act responsibly. Do what's right and follow through.
 - myConnections**: Update your status here... and a list of latest posts from "Following".
 - Notifications**:
 - To: All Health Plan Participants. The recorded session of the recent "Understand Your Health Plan" webinar with Q&As is now available.
 - May 10: The Expense Approval Request for [redacted] has been approved. Expense Approval Request LM668811. Approver: [redacted]. Date: May 10, 2018. Approval Status: COMPLETED.
 - Liberty Mutual Insurance Group**:
 - May 15: We Build Customer Loyalty. From collaborating effectively to communicating clearly, learn what two employees did to win awards for the core capability, "build customer loyalty."
 - May 14: Are You a Liberty Torchbearer? Did you know you're a Torchbearer when you Serve with Liberty, give to the causes you care about or volunteer on your personal time? Watch this video and win a prize!
- Right Sidebar**:
 - My Favorites**: Work/Life (Benefits Express, Liberty Gateway, Time Management, Work Life Solutions, Your Benefits Guide, Your Total Rewards), Career Development (Shine Recognition at Liberty, Job Posting, My Career & Development Center), Support Tools & Resources (Digital Policies, HR Support Center, My Workplace Requests, RequestIT, Employee Services & Directory (VIPER)), Travel & Expenses (buySmart, iExpense, myTravel).
 - Quick Links**: Compliance Helpline, Help Yourself Desk, Emergency Information, myVideo.

Liberty Mutual



myLiberty

About LibertyEmployee CenterBusiness/DepartmentmyConnections

Notifications

Search Notifications

▼ Normal

Delete All

20h



Find Out More About Our New Liberty Mutual Brand

To: All U.S. Employees

Visit [myLiberty](#) for more information about our brand and access everyday tools and templates (like PowerPoint) that reflect our new brand.

Aug 13



Review the Company Copyright Policy

To: All U.S. Employees

Unauthorized use of copyrighted materials violates our Code of Business Ethics & Conduct. [Review this blog post](#) to learn more.

Philanthropy · 22h



Thank You for Serving!

To: Select U.S. Employees

Thank you to the [20,062 U.S. employees](#) who Served with Liberty this year.

Health Plan Webinar Recording

Liberty Mutual News

View More News

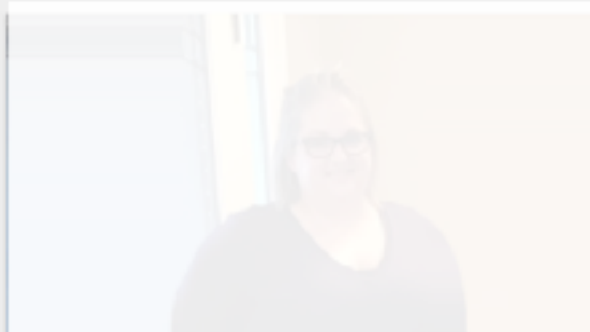
Quarter Century Club

Liberty Mutual Insurance Group · 17m

Quarter Century Club Honorees

1993 brought us "Jurassic Park," Beanie Babies and a dedicated group of Liberty Mutual employees celebrating 25 years of service. Take a look!

0 Likes0 CommentsShare

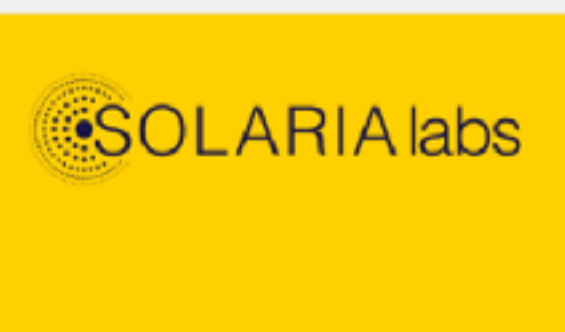


Liberty Mutual Insurance Group · Aug 21

Advocating for Children

In this "Above & Beyond" profile, learn how Global Risk Solutions' [Propensity](#) helps children through her work as a court-appointed special advocate.

74 Likes37 CommentsShare



Liberty Mutual Insurance Group · Aug 20

Starting Up in Singapore

Did you know Solaria Labs has a second location? In this article and podcast, the head of Solaria Singapore explains why the East region is a hub of innovation.

42 Likes2 CommentsShare



Employee Opinion Survey



OUR VALUES

Put people
Act with empathy
and respect

My Tiles

View

myConnections

Photos at Liberty





Submit photo

Shine - Recognition at Liberty

Shine

Wall of Fame

TW

Liberty Mutual

myLiberty

About LibertyEmployee CenterBusiness/DepartmentmyConnections

Notifications

To Do

Approvals

About Me

Assistant

Settings

Profile

Jane Smith

My Time Off

Flexible Time Off

60 hours remaining

Personal Holidays

0 hours remaining

As of timesheet ending: 8/19/2018

*Balance may not be accurate if there are unsubmitted or unapproved amendments.

Time Planner

My Future Hours Planned

FTO

0

Training

0

Travel

37.5

Other

0

My Team

My Payslip

Liberty Gateway Personal Info

Basic Info

Contact Info

Home

Personal Mobile

Work Direct Dial

+ Add Contact Info

Home Address

Address

City

State

Zip Code

County

Country

Emergency Contacts

Name

Home

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and a dedicated group of

Liberty Mutual Ins

Starting Up i

Liberty Mutual

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Notifications

To Do

Approvals

About Me

Assistant

Settings

Digital Assistant

Hi Janine!
I'm your Digital Assistant,
always available to make your
day a bit easier.
Ask me a question, or type
'learn more' to get some
examples of what I can do.

When is the next holiday?

The next holiday for the **USA** is
Labor Day on Mon Sep 03
2018. All offices in the USA are
closed

Great, thank you!

Glad I was able to help. Let me
know I can keep getting better
by leaving feedback (just say '
have feedback').

Liberty Mutual News

Quarter
Century
Club

Liberty Mutual Insurance Group •

Quarter Century

1993 brought us "Jurassic Pa
Liberty Mutual employees cel

Liberty Mutual Insurance Group • Aug

Advocating for Children

In this "Above & Beyond" profile
learn how Global Risk Solution
Hope helps children
through her work as a court-

Liberty Mutual





**In short: UX doesn't resolve
KM challenges, but it can help!**

