

Nábor hrou:

**Efektivní nástroj pro přitahování
a angažovanost kandidátů**

Petr Pouchlý



step to ludology

about design

gamers' world

gamification

practical examples

implementation obstacles

new horizons





Petr Pouchlý | Court of Moravia



how 'bout you





?



basics of learning



game of mind





is life a game?





it's lovely play





SIGMUND
FREUD
1856-1939

ŽIVOT A SEX
ŽEE IS BUT A DREAM
6. 2006
SKÁ PLODNICE



but quite difficult game

Naia and Aisuryuu



Good morning, Kaiba-sama.

Is there anything we can do for you today?

A: Fetch my Duel Disk and get within the line.

Naia: Yes, get in the kitchen and make me a sammich. *finger snap*

A: Get the rules -- I'll screw you both.



NEXT >>



ELLICOTT'S MILLS

BALTIMORE

searching for easy control



BALTIMORE & OHIO
CASH \$349K

PROFITS \$50K

RAILROAD
TYCOON II

\$349K

JAN 1830

RADAR AREA - CLICK TO RECENTER MAIN VIEW

FUN

meaningful expectation

passive approach

serious theme

attractive content

clever design

...





overlap & beneficial output



paidia - ludus

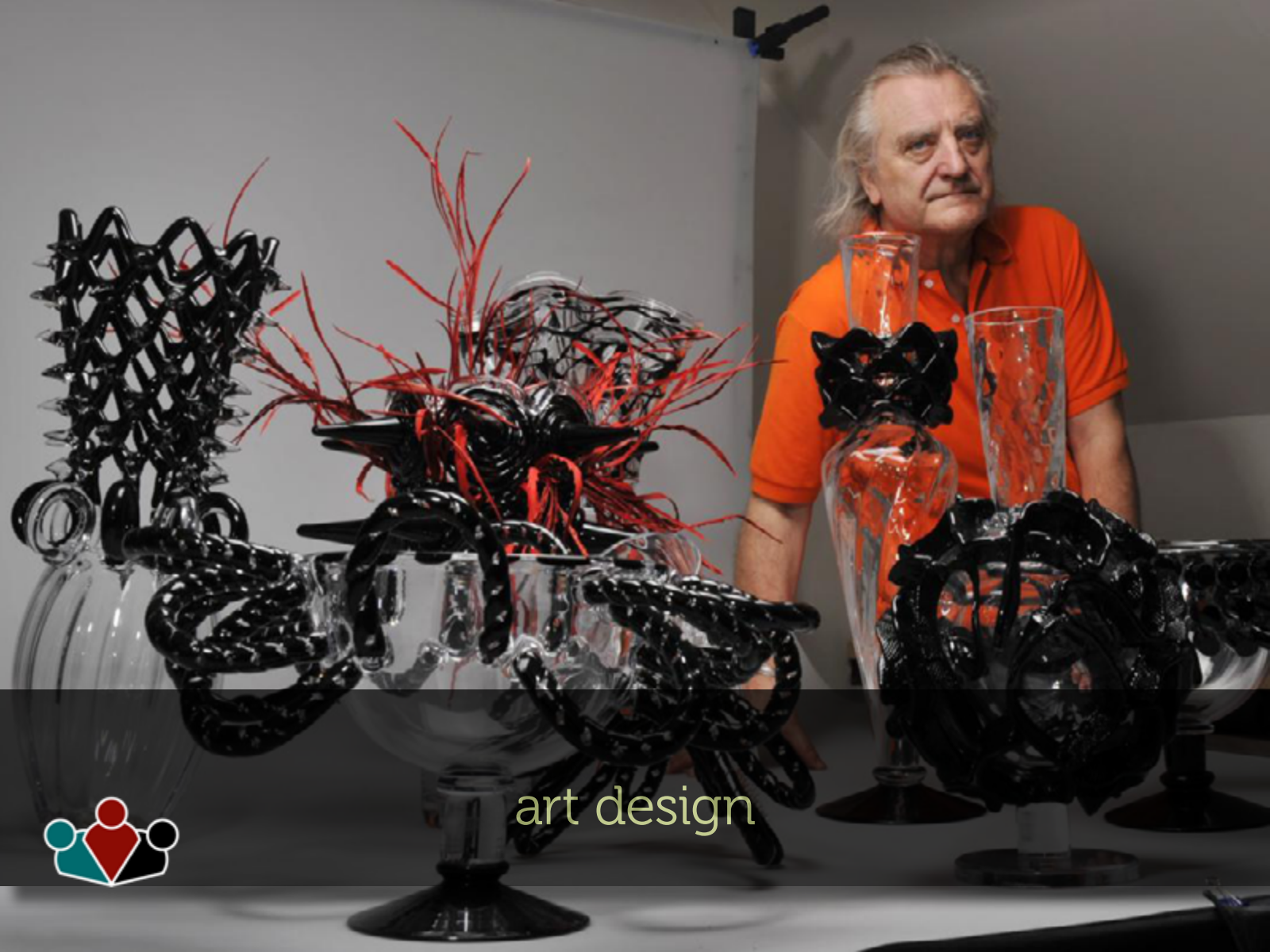




mechanics | dynamics | aesthetic



?



art design





industry design





human centered design

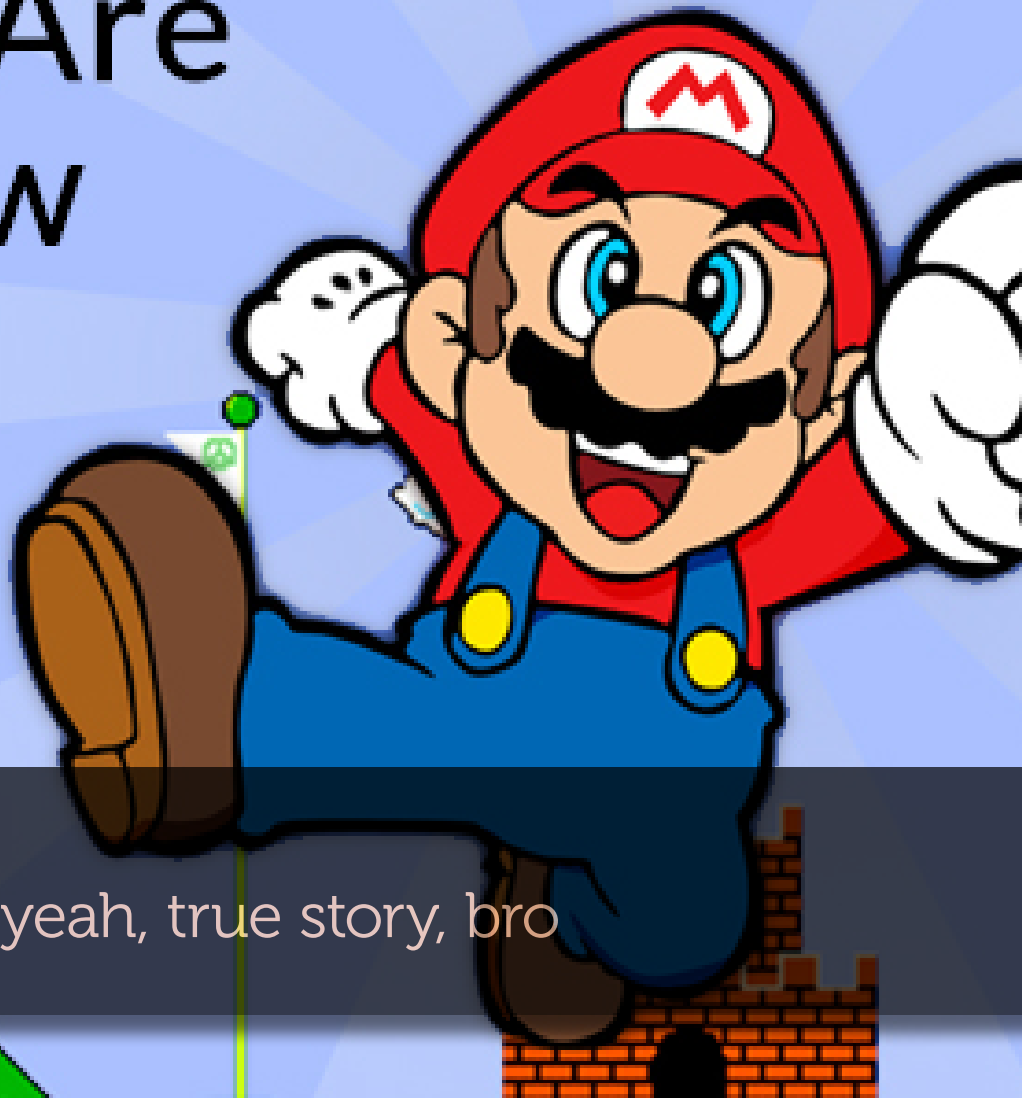




guess what gamification is ;)



Games Are The New Normal



hell yeah, true story, bro





nerds & geeks





casual players



Mega-Million Dollar Games

These games cost mega-millions to produce, costing over \$100 million each.



join P1 of entertainment industry

The Experience Economy



*Work is Theatre &
Every Business a Stage*

B. JOSEPH PINE II
JAMES H. GILMORE

continued from front flap

workers become actors, intentionally creating specific effects for their customers. And it's the experiences they stage that create memorable—and lasting—impressions that ultimately create transformations within individuals.

Make no mistake, say Pine & Gilmore: goods and services are no longer enough. Experiences are the foundation for future economic growth, and *The Experience Economy* is the playbook from which managers can begin to direct new performances.



B. Joseph Pine II and James H. Gilmore formed Strategic Horizons LLP to explore the frontiers of business and help executives see the world differently.

Harvard Business School Press
Boston, MA 02163
www.hbsp.harvard.edu

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Francisco Hidalgo/Imagi Bank.

"One of the best business books of the twentieth century,
now renewed for the challenges of the twenty-first."

—Tom Kelley
General Manager, IDEO

★ THE ★
EXPERIENCE
ECONOMY

★ THE ★
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ECONOMY

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JAMES H. GILMORE



experience economy

THIS
SPACE
LEFT
INTENTIONALLY
BLANK



definition

productivity

loyalty

sales

engagement

crm data

change of behaviour

(employer) branding | recruiting



THE CANDIDATE



Heineken: recruitment campaign

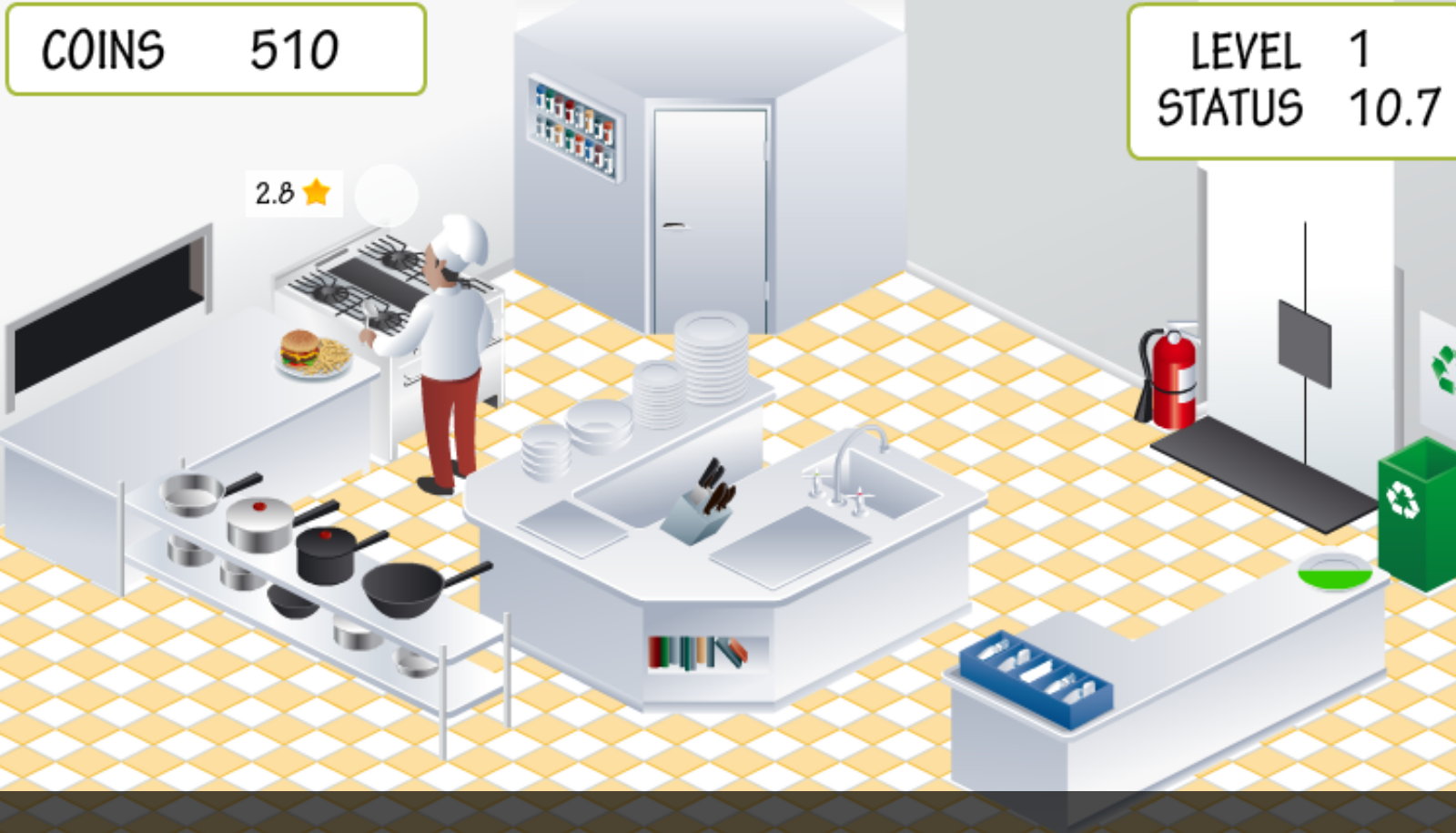
WERE EXPECTING
JUST A JOB INTERVIEW



COINS 510

LEVEL 1
STATUS 10.7

2.8 ★



Marriot: guerilla social game



STOVES ASSOCIATES TICKETS 3

6.6 ★

7.1 ★

7.1 ★





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The Problem:

```
eb 04 af c2 bf a3 81 ec 00 01 00 00 31 c9 88 0c
0c fe c1 75 f9 31 c0 ba ef be ad de 02 04 0c 00
d0 c1 ca 08 8a 1c 0c 8a 3c 04 88 1c 04 88 3c 0c
fe c1 75 e8 e9 5c 00 00 00 89 e3 81 c3 04 00 00
00 5c 58 3d 41 41 41 41 75 43 58 3d 42 42 42 42
75 3b 5a 89 d1 89 e6 89 df 29 cf f3 a4 89 de 89
d1 89 df 29 cf 31 c0 31 db 31 d2 fe c0 02 1c 06
8a 14 06 8a 34 1e 88 34 06 88 14 1e 00 f2 30 f6
8a 1c 16 8a 17 30 da 88 17 47 49 75 de 31 db 89
d8 fe c0 cd 80 90 90 e8 9d ff ff ff 41 41 41 41
```



Enter Keyword:



Vendler Dávid



Hashtag



Grade selector



Performance



Rankings



How to play



Intern

As a trainee you will be able to get to know the company, while many new tasks and a major presentation await you.

continue



give up



PwC: branding | AC game



MULTIPOLY
next

Game rules

Help: info@multipoly.hu



US Army: recruitment & training game



AMERICA'S  ARMY

TRUE SOLDIERS

**The only statistics
you can trust
are those you
falsified yourself.**

wrongly attributed to
Sir Winston Churchill





it's all very nice, but...



fear of acceptance

difficulty of implementation

false expectations

guarantee of correct decision

missing basics in recruitment

absence of global strategy





design is no f*ckin' gym-shoes



your turn





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