

# Executive Commute with Jayson Krause

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Episode 10 Resource

## *How To Apply Game Mechanics To Your Leadership*

First of all, *why* is this question important?

There is a reason why video games are addicting. There are simple ingredients that you can use to capture the attention and engagement of your people.

*Remember:*

- #1. The processes we use teach people on where to focus their attention – absent of a process to measure production and progress, most people will lose interest and engagement.
- #2. It is possible to become engaged in something you have *no interest* in when you have the ability to track your own progress.
- #3. People want to get better – you can break it down to help them see where they are getting better or what's holding them back.

**Game Mechanics Ingredients: A tool for increasing engagement, measuring development and enhancing performance**

*Understanding and using game mechanics will help your people focus their energy and attention on the right things.*

1. **Clear Goals:** What will it take to get to the next level? How many levels are there (weekly, monthly, quarterly...)? Put in the work to determine the different levels of each goal and what you need to achieve to celebrate unlocking the next level of performance.
2. **Clear Rules:** What are the boundaries of the field? What can I or can't I do as I pursue the next level of performance? Often people waste time trying to figure out the rules of the game, so how can you expect them to perform. Clarify the boundaries that your people are working within.
3. **Instant Feedback:** What are the feedback mechanisms you can design so people know whether they are getting closer or further from their goal. If you rely on mid-year and annual reviews are for giving feedback, then leading isn't for you. Design frequent and effective feedback mechanisms with your people.
4. **Voluntary:** Forget the way we've always done it. What's *your* way? There are many ways to get things done – what will play to the strengths of the individuals on your team. Not everyone will do it the same way. Give them the opportunity to put their own artistry into their work and you'll get better performance.

We'd love to hear how you use game mechanics to enhance performance in your organization. You can leave us a message or voicemail at [executivecommute.com](mailto:executivecommute.com).