

2017

PERSONAL TRAINERS

CONFERENCE

OCTOBER 27 - 29 | ANAHEIM, CA



POWER YOUR POTENTIAL



Conflict of Interest Statement

- **I have no actual or potential conflict of interest in relation to this presentation.**



surround yourself with positive people
who are going to push you towards
GREATNESS.



2017 PERSONAL TRAINERS CONFERENCE



Joe Drake...

Gravity + Oxygen Fitness

- Co-Owner & Director of Operations

Axiom Fitness Academy

- Hands-on/soft skill training for success

Obsessed with people

- Understanding motivation, connection, drive



What is Gamification?

Gamification is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement, and loyalty.

10 Game Mechanics

- 1) Fast (or) immediate feedback
- 2) Transparency: where everyone stands
- 3) Short & Long term goals to achieve
- 4) Badges (or) evidence of accomplishment
- 5) Leveling up (status within community)
- 6) Onboarding: learn more by doing
- 7) Competition → social facilitation
- 8) Community → context for achievement
- 9) Points → tangible evidence
- 10) Collaboration → achieve with others

Not necessarily about creating something new!
✓ Amplifying impact of current core experience

Does Everyone LOVE Working Out?

Of course not.... But maybe some of our clients more than others?

MUCH HARDER TO COMPETE ON EXPERIENCES THAN WORKOUTS

Gamifying Can:

- ✓ Help to keep clients engaged beyond the training session
- ✓ Make the process revolve around more than “working out”
- ✓ Contribute to greater effort
- ✓ Facilitate “team effect” and accountability
- ✓ Be customized to the person or group

**Application is up to you and must still be genuine to, but begs the question:
Who are you doing it for?**

References

<http://www.bunchball.com/gamification/game-mechanics>

Brandon Irwin, et al., [“Aerobic Exercise Is Promoted when Individual Performance Affects the Group: A Test of the Kohler Motivation Gain Effect,”](#)
The Society of Behavioral Medicine, (2012)