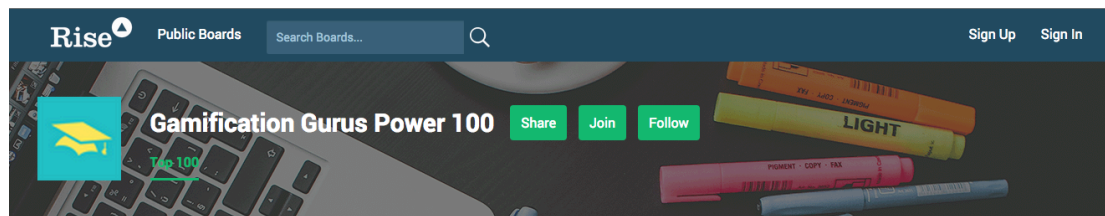






Why your employees should keep their own score

How to ensure your internal skills measurement program is also a kick ass recruitment tool



Rank	Guru	Guru score	#gamification tweets	@Mentions	Retweets	
1.	 Monica Cornetti Gamification Keynote Speaker and Designer Founder and CEO of Sententia Gamification Consortium	71	349	118	35	Look who the nominees are for Guru of the Year! <i>By Toby Beresford</i>
2.	 Andrzej Marczewski Gamification & Loyalty, author designer & speaker, gamer, about to publish Even Ninja Monkeys Like to Play, husband & father of 2 Caggemini employee	68	131	191	53	Hi all It's that time of the year when we vote for our Gamification Guru of the Year! This is an award given by the gamification community for the person we feel has contributed most to the gamification industry over the past 12 months. As a Gamification Guru your vote is weighted according to your Guru Score. That means your vote really counts! The nominees for 2015 Gamification Guru of the year are:
3.	 Yu-kai Chou Gamification Pioneer (2003) and Keynote Speaker. Top 3 Gamification Guru (LeaderBoarded). Lecturer/Speaker @ Stanford, TEDx, SxSW. Creator of Octalysis.	60	142	63	33	<ul style="list-style-type: none">• Amy Jo Kim• An Coppens• Andrzej Marczewski
4.	 Mahmoud Fereydouni Gamification, ML, AI & Big Data enthusiast. Software Designer & Developer. Founder of Gamification.ir	54	258	419	108	

In today's job market we are each responsible for our own career development. The security of a "job for life" is no longer.

There are now a number of online services that have sprung up to help us develop our own careers, among them LinkedIn and Xing. These platforms maintain our CV for us, and a network of past colleagues – all of whom are a potentially valuable network to find our next job or to take with us when we do find it.

However, there is one aspect of our career that has, to date, remained locked in each employers' HR safe - the records of our on-the-job performance and skills development.

All this is now changing, particularly for the millennial generation who demand that performance results and a record of skills accomplished follows them from company to company.

To support this trend, a new, "informal, digital HR economy" is springing up that recognizes and stores our personal performance and skills, outside the enterprise.

Leading the way are new social network services such as Rise.global (a personal repository for scores) and Credly.com (a personal repository for credentials)

earned.) These tools are being adopted as places for managers to run, share and certify recognition programs for their staff, partners and customers.

These new social networks allow programs to cut across departmental borders and even across different organisations. For example, I run a program called the "[Gamification Gurus Power 100](#)" that recognizes those experts in the emerging field of gamification.

In the program, each participant who opts in, is given a monthly score based on their performance across multiple metrics, as decided by a committee of experts, each month. The metrics are derived from their own activity, and the response of others to that activity, on sites such as Twitter, Facebook and their own Blogs.

I've seen some really interesting effects of the program: for example, top gurus post "[press releases](#)" bragging of their success while other will tweet about their score or rank ([example tweet](#)) each month.

What they are doing is recording and validating their career successes, skills developed and applied. However now, instead of this being stored internally, as it always has in the past, this is now being recorded by a third party - outside the business they happen to be working in today. Indeed, most participants will remain part of the Gamification Gurus, and continue to work on improving their score, even when they leave their current company.

What does this trend mean for us as HR managers? How can we take advantage of new services such as Rise and Credly? Can we use them to engage not just existing staff, but our past and future ones too?

Here are three top questions to ask when you create your next program around career and skills development:

1. **What would it look like if past staff and future staff could join in too?** Would your measurement program still work? Perhaps it could be free for staff and paid for outsiders?
2. **What if your program was "opt-in" from the start?** How would that change how you frame and offer the measurement program. Instead of staff being forced to "be measured" instead they choose to "keep score". The change in ownership of the measurement process will drive a sea change in engagement and from there, it is a short step to improvement in results themselves.
3. **Can you use your scoring program as part of your recruitment marketing?** If you send a prospective candidate their score - perhaps someone you are hoping to hire in future- that's a great way to get me interested and engaged with your business.

If you'd like to try any of the techniques discussed in this blog post then head over to www.rise.global/pages/power100 and, with a twitter account, you can start your own Power 100 program. You'll soon be an authority not just for your own staff but for your entire sector. Now that's an interesting place to be!

Toby Beresford is CEO of rise.global, a new social network to create and share scores. He is also a leader within the gamification community in the UK.