So what is “Gamification”?
Gamification is about applying elements of games to non-game activities to make them more compelling.
Gamification leverages ‘game mechanics’ alongside game design to increase human interest and ultimately drive engagement.

Gamification for Training and Education
Gamification can add significant value to Training and Education initiatives. Research has shown that using Gamification to help provide instruction and instant feedback to learners can generate significant improvements in results and retention. By creating the perception of social interaction, outcomes improve, and the learner gains more enjoyment from the actual learning process.

Feel the power!
Through our gaming based ITIL®ITSM and ISO/IEC 20000 simulations you and your colleagues can gain first hand experience of the potential and power of IT Service Management.

Benefits:
- Experience how ITIL ITSM based organisations should operate before you embark on your ITSM initiatives
- Creates rapid familiarization with ITSM/ITIL terminologies, tools and processes
- Provides realization of the contribution that enterprise IT makes to business success
- Breaks down silos, energizing and motivating staff towards successful change

POLESTAR ITIL ITSM SIMULATION

Overview
1-day public or single organisation event PoleStar ITSM is a highly participative face-to-face experiential learning workshop suitable for 8-15 participants. Available in a number of industry variants, the PoleStar ITSM simulation suite is a powerful way to create breakthrough understanding of the benefits of ITSM and IT Infrastructure Library (ITIL) related tools and best practices.

Objectives
To provide delegates with practical experience of how the alignment of business and IT processes, underpinned by good team working, can make a significant contribution to increased business efficiency and effectiveness.

Why use Polestar ITSM?
- To gain buy-in to ITSM tool or best practice service improvements
- To provide a cost-effective value-add to traditional ITSM education
- To engage people around change or transformation initiatives
- To help staff and colleagues experience ITSM in action and experience first hand the potential benefits

How Polestar Works
Normally delivered over a number of ‘rounds’, gaming dynamics are used to mirror interactions between IT and the business, from both a strategic and
operational perspective. The experience also continues between rounds through defined service transition phases requiring the participants’ engagement in planning for service improvements.

**Round 1**
The first round of the simulation results in chaos. This poor performance is typical in Round 1 and is highlighted by the following actions:
- Poor communication between groups
- Participants (IT and Business Units) working in silos
- Unreasonable pressure applied to IT Operations

**Round 2**
The second round of the simulation addresses the issues of Round 1, with a view to introducing best practices and tools to improve performance. These include:
- Refining and improving Incident Management, including prioritization of Incidents
- Introduction of Problem and Event Management (from Service Operations)
- Introduction of Change, Knowledge and Release Management (from Service Transition)
- Introduction of Service Level and Capacity Management (from Service Design)
- Introduction to Service Strategy, including Service Portfolio Management

**Round 3**
The third round of the simulation takes the participants further on their journey of operational maturity. Round 3 considers the following tools and processes:
- Maturing the Service Desk and Incident Management
- Maturing Problem, Event, Change and Knowledge Management
- Introduction of SACM, Release and Deployment, Continual Service Improvement

**Round 4**
The fourth round of the simulation demonstrates practically the performance improvements that come from increased operational maturity. The importance of ITSM tools, processes and their relationships is clearly demonstrated. Further focus on Knowledge and Configuration Management is placed in this round.

**Round 5**
In the fifth round of the simulation, optimal operational maturity is reached. Performance is optimized, and IT and the Business Units operate in perfect alignment.

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