



## **SPARK EMPLOYEE CAREER DEVELOPMENT WITH GAMIFICATION**

**Merryl Frances Nathanie Meka**

**ExxonMobil Cepu Ltd.**

### **ABSTRACT**

Employee career development is one of the interventions concerned by human resource management in managing talent within the organizations. This intervention address different professional needs and concerns as employees progress through their work lives. Companies discovered that the growth and effectiveness of the organization is supported by employee career development programs to ensure talent will always be available. Career development programs also help to attract, develop and retain talents with the high possibility that their skills and their knowledge will be used.

The fact that there is a diverse age environment within the company make it even more important for company to realize that 'one-size fits all' career development strategy can no longer be used. The strategy needs to be broader in scope and application in order to tap into the values, behaviors and expectations from the four generations (Veterans, Baby Boomers, Generation X and Millennials). To achieve the goal of career development in today's workplace which is to retain employees longer, and more engaged, organizations need to develop employees in the direction of the employee's choice.

This paper is a scientific effort to find out the whether gamification can be implemented as a tool in career development context along with the relevance and implications. Gamification itself is a relatively new concept that is seen recently by the company and organization as an effort to help solve organizational problems such as employee engagement, learning and collaboration. The concept of gamification is more than just playing games at work, but about infusing game elements into the real world situations. Up until recently, only few academic studies have explored the various frameworks of gamification.

The project study used in this paper is Integrated Talent Management (ITM), innovative applications implemented in ExxonMobil started in late 2015 which take the fundamental processes of game-playing and use them to enable employees to design, execute and monitor their own career. Researcher identify the gamification concept implemented at this project and further identify the gamification elements infused inside the Career Connect platform inside ITM and the reason why this can be the solution of the problem.



The research result showed that gamification is a proper tool for employee career development since it engages employees not only by capturing all the completed works but also providing employees with challenges to set individual goals which translated as a part of organizational goals, employees also able to set up their “quests” to pursue their career goals. The reason behind the success of gamification is because of the game elements infused inside could tap into each employees’ motivation factors resulted in employees having sense of doing meaningful work, having the ability to gain skills for professional development while contributing to organizational objectives. For the continues success of gamification, it cannot be stagnant once applied, rather it should be constantly updated and modified in accordance with the company's condition and skills of the users.

**Keywords:** *Gamification, Career Development, Integrated Talent Management (ITM), Career Connect*