



1TRAINING
WORKLIFE MANAGEMENT



We've transformed engaging employee experiences & effective training by incorporating custom-designed, dynamic games that are both powerful and engaging.



HEARTBEAT



THE PLAYER CARD



MINDFULNESS NOW



THE DOT



EMOTIONOPOLY

"Certified Gamification Design Practitioner"

Endorsed by CCCD, UTAR

LEARN | PLAY | APPLY

www.1training.com.my

1TRAINING WORKLIFE MANAGEMENT SDN. BHD.

Why A Certification In Learning Game Design?



What is Gamification?

- Gamification is the application of game elements and mechanics in non-game contexts to enhance learning, motivation, and engagement. It transforms traditional training into interactive, rewarding, and immersive experiences that drive participation and performance.

Why this Certification?

- With increasing demand for engaging and effective training, gamification has become a powerful strategy for improving employee motivation, retention, and productivity. This certification provides:
 - **Credibility** – Official recognition of your expertise in gamification.
 - **Practical Skills** – Hands-on experience in designing and implementing gamification strategies.
 - **Competitive Edge** – Stay ahead in training, employee engagement, and leadership development.

What Will You Learn?

- **Turn Work into Play** - Discover how gamification boosts engagement, motivation, and team performance.
- **Master Game Mechanics** - Apply motivation, risk, and reward to create training that excites and inspires.
- **Design Winning Strategies** - Craft customized gamification solutions for training, employee engagement, and team collaboration.
- **Unlock Powerful Tools** - Explore top gamification platforms and techniques to supercharge learning.
- **Get Hands-On** - Design, test, and refine gamified learning activities with expert feedback.
- **Make an Impact** - Bring gamification to life in your organization and transform the way people learn and perform!
- **Level up your skills & sell your games** - become a Certified Gamification Design Practitioner today!

Who Should Join?

- **Trainers & Learning Professionals** – Enhance learning impact and retention.
- **HR & Employee Engagement Teams** – Improve motivation and workplace culture.
- **Managers & Team Leaders** – Boost collaboration and performance.
- **Project & Change Managers** – Implement gamified solutions for team success.

Transform the way people
learn, engage, and perform—
Get Certified Today!



Program Content

Module 1: Introduction to Gamification

- Definition of gamification
- Why game?
- Benefits of using gamification in the workplace to inspire and empower teams

Module 2: Gamification Mechanics and Elements

- Why games are effective for learning and engagement.
- Overview of game mechanics and elements
- Motivation, risk, and reward in games
- 8 types of game mechanics

Module 3: Implementing Gamification in the Workplace

- Strategies for incorporating gamification into training and employee engagement programs.
- Balancing fun and learning objectives
- Customizing games for different audiences and objectives

Gamification #1 - Game On: Gamification in Action.

Module 4: LEARNTOON!

- Introduction to 4 sets of card games & physical games
- Sharing our experience designing & playing with individual and teams

Gamification #2 - Let's Play the Player Card.

Module 5: Gamification Tools and Platforms

- Overview of popular gamification tools and platforms
- Benefits and drawbacks of each option
- Selecting the right tool for you

Gamification #3 - The Dot.

Module 6: Motivation, Risk, and Reward

- Motivation: Intrinsic and extrinsic factors drive player engagement and immersion.
- Risk: Balancing risk and challenge fosters strategic thinking and decision-making.
- Reward: Diverse rewards reinforce positive behaviors and promote continuous learning.

Module 7: Gamifying Team Coaching

- Assess dynamics: Tailor gamification based on team strengths and weaknesses.
- Activities: Develop engaging, relevant gamified coaching tasks.

Gamification #4 - Emotionopoly.

Module 8: Designing Your Own Game

- Deep dive into game elements, pros, and cons
- Participants individually or in teams to create

Module 9: Capstone Presentation

- Participants present their own created game or gamified experience.
- Each presentation is followed by feedback and questions.
- Evaluation by a panel of instructors and peers.

Module 10: Workshop Wrap-Up and Closing

- Pros and cons for each game mechanic
- Summary of key learnings
- Action planning for implementing gamification in the workplace.
- Assignment Briefing

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Master Trainer



AARON LEE CHOW LOON

International Speaker | Cartoonist | Performance, Mindset
and Emotional Intelligence Specialist | Certified Clean
Coach | Retail Expert | Certified Game Designer

Aaron Lee is an international speaker, trainer, and coach, specializing in Personal Development, High-Performance Teams, and Gamification. With over 15 years of experience in the field and an MBA from the University of Tennessee, USA, graduated in the top 1% of the class. Aaron has helped organizations and individuals enhance performance, build stronger teams, and foster a growth mindset. He regularly speaks at conferences with thousands of attendees, demonstrating his ability to captivate and inspire large audiences.

Key Focus Areas

- Personal Development: Empowering individuals through emotional intelligence, mindset development, and performance coaching.
- High-Performance Teams: Strengthening team collaboration and productivity with experiential learning and gamification techniques.
- **Gamification: A NASAGA-certified learning Game Designer, Aaron incorporates game-based strategies to make training engaging and practical. He has gamified and created four decks of card games and a board game to enhance learning through interactive and immersive experiences.**

What Makes Aaron Unique

Aaron is known for his spontaneity, quickly connecting current issues to practical solutions. As a highly humorous and energetic speaker, he makes challenging topics easy to learn, adapt, and apply. Aaron is also the only speaker who can seamlessly deliver English, Bahasa Malaysia, and Mandarin sessions, making him a versatile choice for diverse audiences. He is highly skilled as a coach, trainer, and keynote speaker, delivering high-energy, impactful sessions across industries.

Achievements

- Recipient of the **HRD Awards 2024 for Excellence Trainer**
- Over **20 years of experience** working with more than **400 companies** and training **thousands of people** across Malaysia and Greater China.
- **Member of the National Cartoonists Society (NCS), USA and the Australian Cartoonists Association (ACA), Australia.**
- Speaker at the **Master Your Life Global Summit 2023.**
- Founder of **1Training**, a platform dedicated to personal and team development.
- Author and illustrator of the upcoming book "**Emotional Intelligence Unlocked**," combining his expertise with creative storytelling.
- Holder of an **MBA from the University of Tennessee, USA**, focusing on business and leadership.

Why Choose Aaron?

Aaron's **expertise, humor, and high-energy approach** make him an ideal choice for organizations looking to boost team performance, personal development, and engagement through **gamified learning**.

Register Now!

Certified Gamification Design Practitioner



Fee inclusive of

- 3 Full Days of Intensive, Interactive & Engaging Session
- Comprehensive Certification Manual
- Assessment for Certification
- One Consultative Session
- 3 months of ongoing support to guide you in completing your very own gamified product
- "The Player Card" Designed by Master Trainer Aaron Lee
- A Certificate Endorsed by CCCD, UTAR upon Completion



THE PLAYER CARD

Assessment



- A. Submission of the Gamification Concept Document
- B. Submission of a Demo Game

REGISTER NOW



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