

*The
Wild
West
of
Benefits*

SWBA

**43RD ANNUAL
CONFERENCE**

MAY 9-11, 2018

**HYATT REGENCY
LOST PINES
AUSTIN, TX**

PITCHIN' HORSESHOES:

Adding gamification to
your retirement plan strategy



Ready player one

Who plays
games?

How does
“gamification”
work?

What is the
psychology
behind the game?

Who’s using it,
why and how?

How do
you “win?”

The object of the game

Engagement

Safe trial and error

Results

How to play



Puzzles



Simulations



Competition



Rewards

The psychology of the game

Behavioral finance principles:

- Anchoring
- Bucketing
- Confirmation bias
- Gambler's fallacy
- Herd behavior
- Overconfidence



Examples of gamification in action

*The Wild West of
Benefits*



Winning

The makings of an effective educational game:

- Tell a story
- Create conflict
- Aesthetics matter
- Balance challenging with difficult
- Give players control