

Luma's Observation

Gamification often fails because the focus is on the badge, points, or leaderboards and not the outcome.

The Medal of Honor

Awarded for Acts of Valor Beyond the Call of Duty



vs.

The Medal Itself



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Lumafy Tip 11

Focus on the meaning of the achievement and not the artifact of the achievement.

The goal is to promote drivers who are committed to driver safety. Recognize them for their commitment.

We recognize these drivers for earning three quarters of successful safety training completions. They are committed to our company's safety mission.

2020 Driver Safety Wall



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