

WELCOME TO THE GAMIFICATION ACADEMY!



INSPIRING PEOPLE



Sir Isaac
Newton

(1643 – 1727)





FORMALLY STATED, **NEWTON'S THIRD LAW** MEANS THAT

IN EVERY INTERACTION, THERE IS A PAIR OF FORCES ACTING ON THE TWO INTERACTING OBJECTS.

THE SIZE OF THE FORCES ON THE FIRST OBJECT EQUALS THE SIZE OF THE FORCE ON THE SECOND OBJECT.

THE DIRECTION OF THE FORCE ON THE FIRST OBJECT IS OPPOSITE TO THE DIRECTION OF THE FORCE ON THE SECOND OBJECT. F


FORCES ALWAYS COME IN PAIRS — EQUAL AND OPPOSITE ACTION—REACTION FORCE PAIRS.



“TO EVERY ACTION
THERE IS ALWAYS
OPPOSED AN EQUAL
REACTION.”

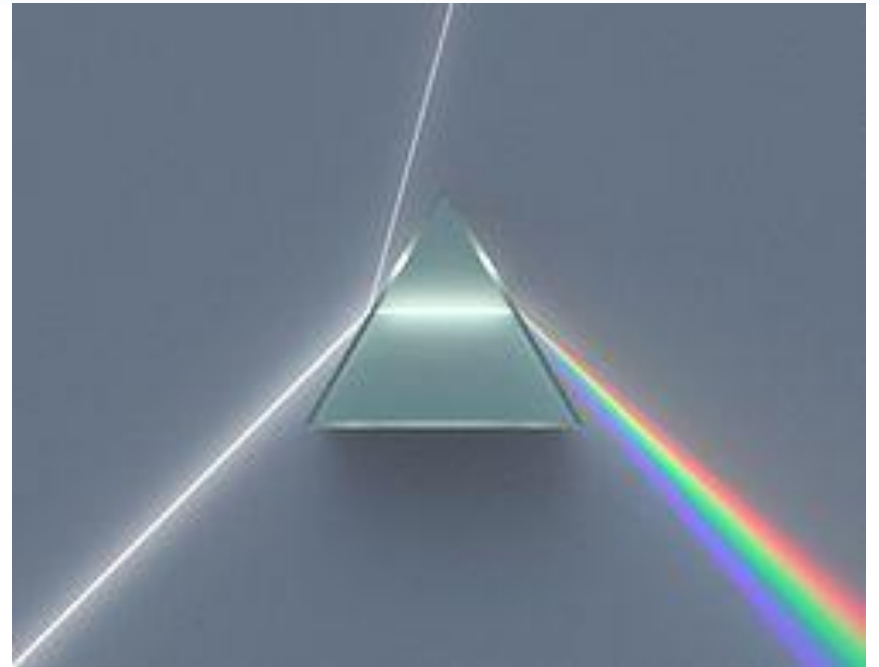
Isaac Newton





IN 1666, NEWTON OBSERVED THAT THE SPECTRUM OF COLOURS EXITING A PRISM IN THE POSITION OF MINIMUM DEVIATION IS OBLONG, EVEN WHEN THE LIGHT RAY ENTERING THE PRISM IS CIRCULAR, WHICH IS TO SAY, THE PRISM REFRACTS DIFFERENT COLOURS BY DIFFERENT ANGLES. THIS LED HIM TO CONCLUDE THAT COLOUR IS A PROPERTY INTRINSIC TO LIGHT—A POINT WHICH HAD BEEN DEBATED IN PRIOR YEARS.

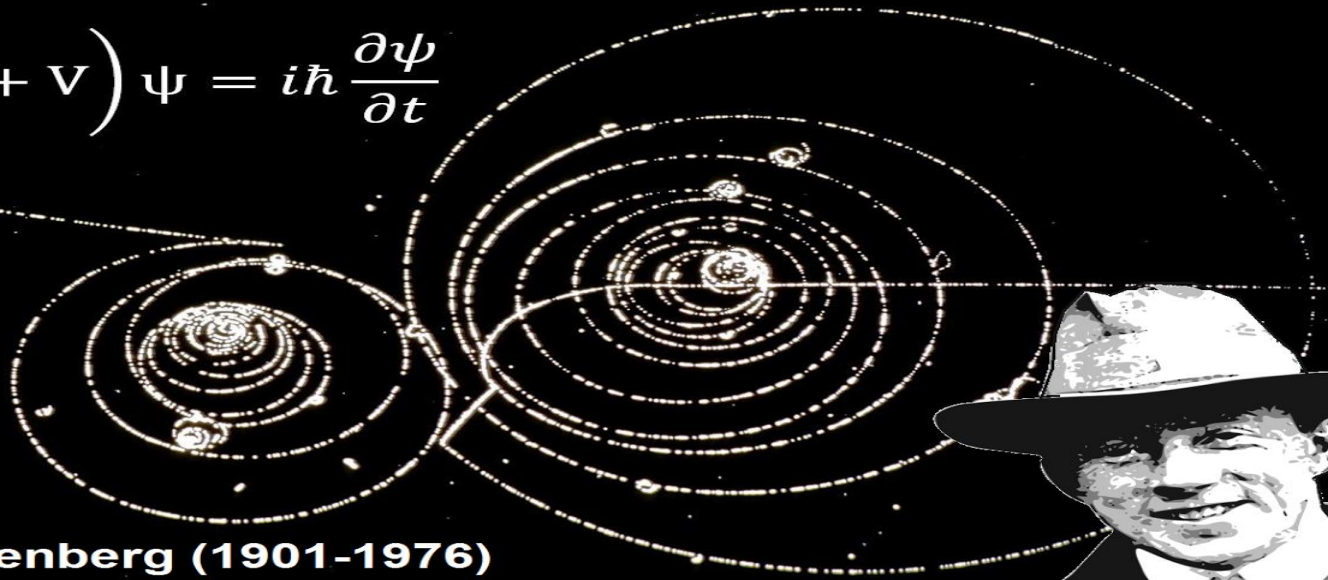
HE INVESTIGATED THE REFRACTION OF LIGHT, DEMONSTRATING THAT THE MULTICOLOURED SPECTRUM PRODUCED BY A PRISM COULD BE RECOMPOSED INTO WHITE LIGHT BY A LENS AND A SECOND PRISM





$$\left(\frac{-\hbar^2}{2m} \nabla^2 + V \right) \psi = i\hbar \frac{\partial \psi}{\partial t}$$

$$\Delta x_i \Delta p_i \geq \frac{\hbar}{2}$$



Werner Heisenberg (1901-1976)


Winner of the 1932 Nobel Prize in Physics





WHAT IS THE
HEISENBERG
UNCERTAINTY
PRINCIPLE?





IN QUANTUM MECHANICS, THE **UNCERTAINTY PRINCIPLE**, ALSO KNOWN AS HEISENBERG'S UNCERTAINTY PRINCIPLE, IS ANY OF A VARIETY OF MATHEMATICAL INEQUALITIES

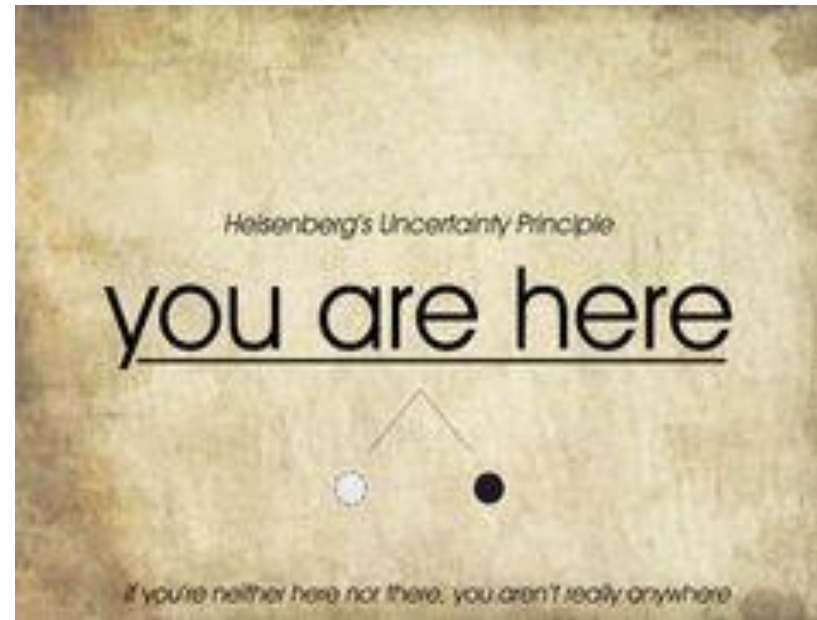
ASSERTING A **FUNDAMENTAL LIMIT TO THE PRECISION WITH WHICH CERTAIN PAIRS OF PHYSICAL PROPERTIES OF A PARTICLE, KNOWN AS COMPLEMENTARY VARIABLES, SUCH AS POSITION x AND MOMENTUM p , CAN BE KNOWN.**



BUT ALSO "WE CAN BE THE CHANGE"

HISTORICALLY, THE UNCERTAINTY PRINCIPLE HAS BEEN CONFUSED WITH A SOMEWHAT SIMILAR EFFECT IN PHYSICS, CALLED THE **OBSERVER EFFECT**, WHICH NOTES THAT MEASUREMENTS OF CERTAIN SYSTEMS CANNOT BE MADE WITHOUT AFFECTING THE SYSTEMS. HEISENBERG OFFERED SUCH AN OBSERVER EFFECT AT THE QUANTUM LEVEL

IT HAS SINCE BECOME CLEAR, HOWEVER, THAT THE UNCERTAINTY PRINCIPLE IS INHERENT IN THE PROPERTIES OF ALL WAVE-LIKE SYSTEMS, AND THAT IT ARISES IN QUANTUM MECHANICS SIMPLY DUE TO THE **MATTER WAVE NATURE** OF ALL QUANTUM OBJECTS.



GETTING TO KNOW YOU....





GAMIFICATION ACADEMY AT GLANCE

5 LABS

- Conceptual framework, tools and techniques

Each LAB followed by a SG@work session

- 5 small groups working on the challenge
- Simulated Accelerator (willing to verify GAMIFICATION + GROWTH HACKING FOR EVEN NOT DIGITAL START UPS)
- Trying out/applying the tools together
- Deliverable(s) for each session
- Building a portfolio towards a Business Model Canvas

FINAL LAB 5

- Share your Plan with other ULGs from other Labs





LAB 5

Lab 5 presentations (*pitches*) to peers and a panel

Awards for:



Innovation



Growth Hacking Impact



Participative approach

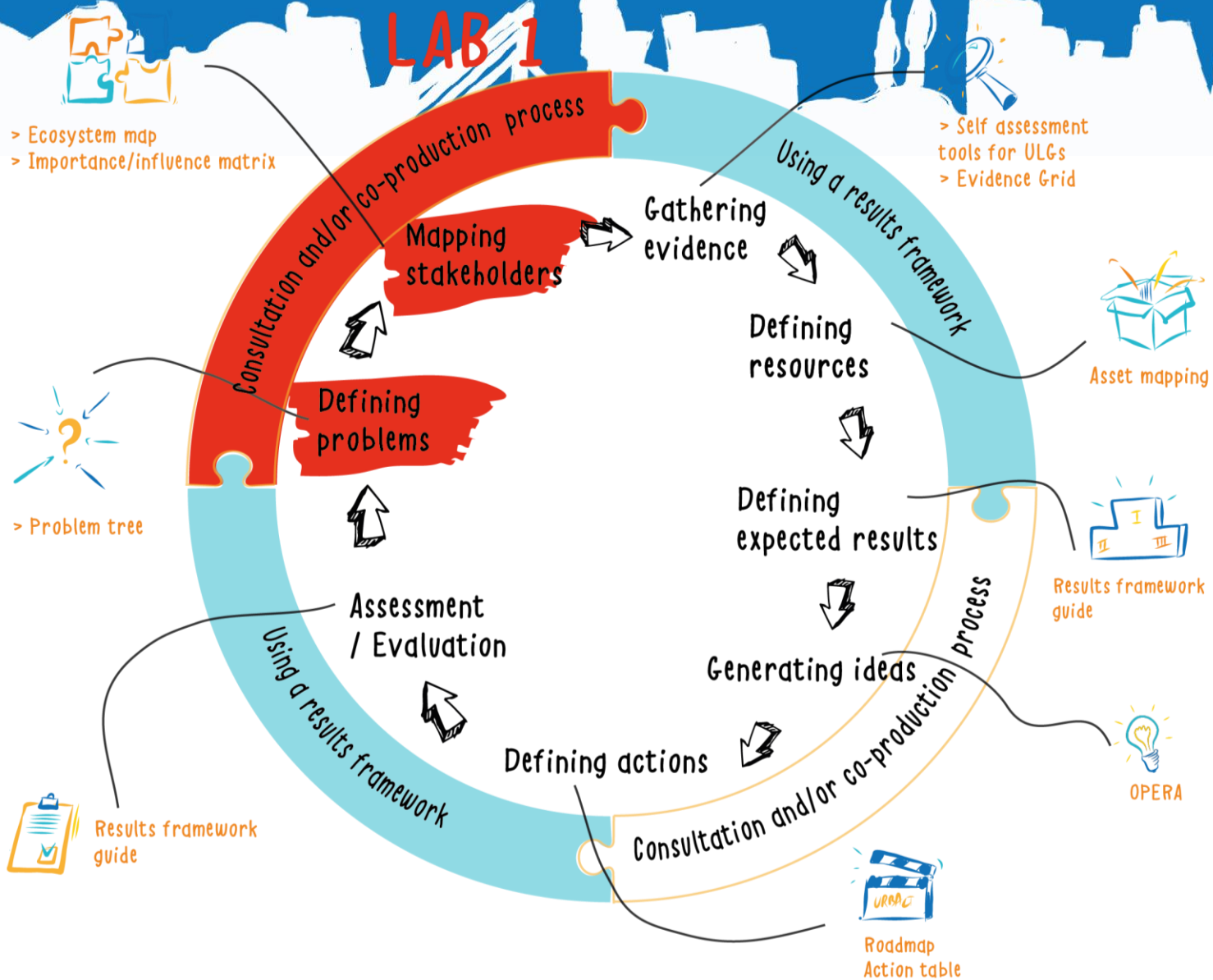


Coherence

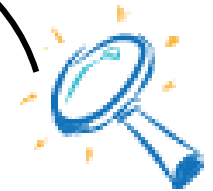
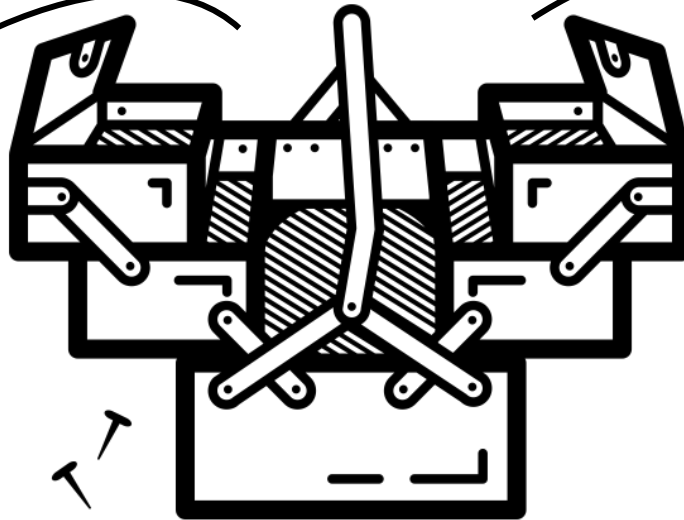


ACTION-PLANNING CYCLE

LAB 1



TOOLS FOR ACTION PLANNING



RESOURCES



ULGs Facilitators support



Handouts and briefings



COP and Toolkit



Remote experts to be asked for some inspiration



LAB RULES



LAB RULES



✓ Timekeeping



✓ Listening



✓ Mobile phones on silent



✓ Avoid jargon

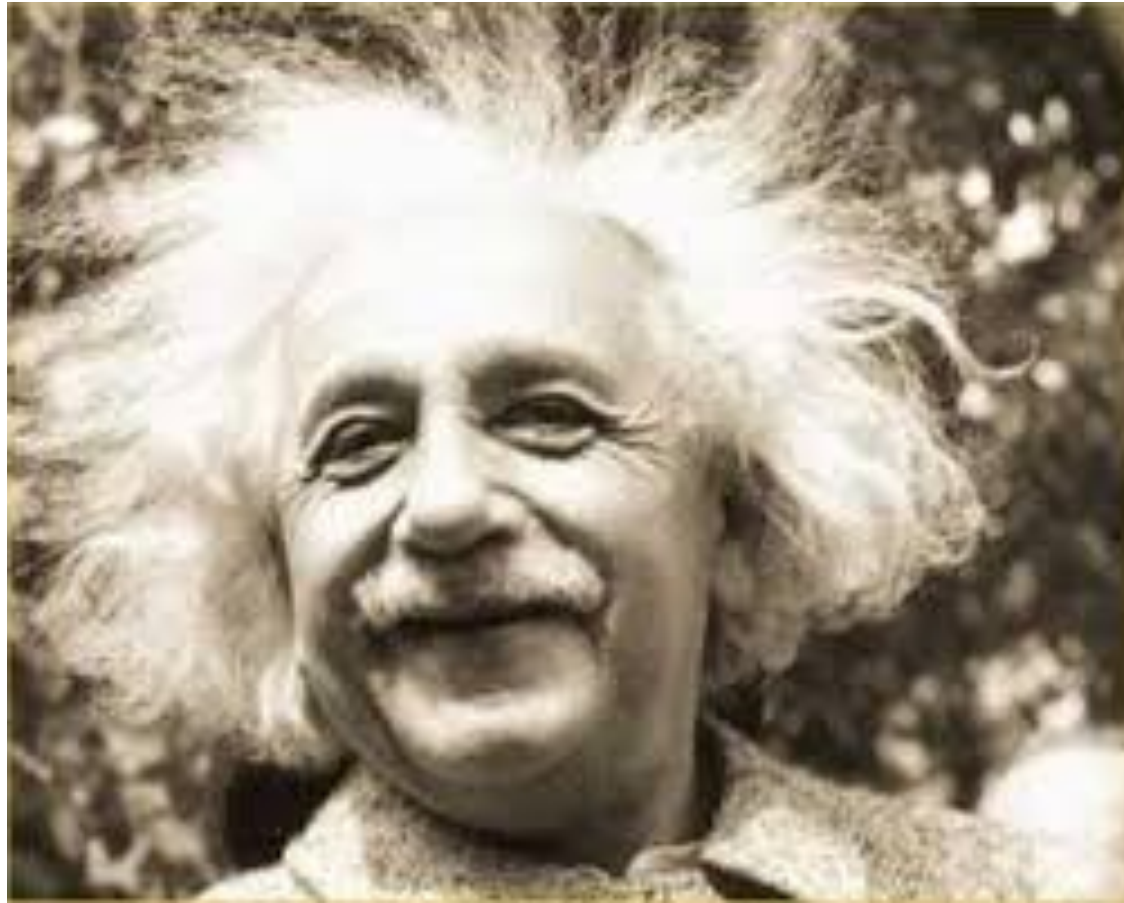


✓ Participate



LET'S DIVE IN





“If I had one hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

Albert Einstein

