

Leveling Up Leadership

GAMIFIED COACHING QUEST



PROBLEM:

- Leader felt restless & unfulfilled despite professional accomplishments
- Struggled to maintain focus & progress toward full leadership potential
- Felt lost & unsure how to progress career forward

TOP THEMES:

- Tapping into innate drive for achievement & exploration through gamification
- Unlocking self-discovery & personal growth
- Embracing an “epic quest” mindset for transformational change

SOLUTION:

- 12-week “Leadership Level-Up Quest” coaching program
- Multi-level journey combining assessments, challenges, & real-world application
- Innovative fusion of coaching with game mechanics like challenges, levels, & badges

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INTRODUCTION:

A high-achieving leader with over 5 years of experience found himself at a crossroads in his career journey. Despite a trail of professional accomplishments, he felt a growing restlessness - a yearning for something more profound. The harsh truth was that he struggled to maintain consistent focus and make meaningful progress toward realizing his full leadership potential.



OBJECTIVE:

This leader’s innate drive pushed him to explore uncharted territory - the frontier of self- discovery and personal growth. He craved the ability to inspire and unite teams through that elusive “informal authority” that separates good leaders from great ones. But the path forward seemed shrouded in uncertainty.



STRATEGY:

It was this burning curiosity that led the high-achiever to embark on an innovative coaching quest. He sought a seasoned guide who could apply gamification’s powerful principles to unlock new realms of self- awareness, clarity, and transformational growth.

The explorer’s mind was alight with possibility. Could the right approach - one that tapped into his innate desire for achievement through the lens of gaming - be the key to mapping his true Northstar? By embracing the thrill of an epic adventure steeped in analytics, real-world challenges, and a firsthand player’s experience, he could finally chart a course to become the inspirational leader he knew he could be.



OUTCOMES:

After his 12-week quest, the leader emerged as a more impactful and confident leader:

- Gained clarity on his unique talents and how to optimize them daily
- Designed a motivating long-term career vision and strategy aligned with his strengths
- Overcame limiting beliefs and built a mindset for overcoming future obstacles
- Improved his focus and sense of control over his leadership journey



IMPLEMENTATION:

Design the Epic Mission:

In this foundational level, the challenge is to craft an inspiring long-term vision and meaningful goals to serve as their “epic mission” - providing direction and motivation for the journey ahead.

Build Character Strengths:

Through scientific assessments and experiential activities, this level helped uncover the leader’s unique talents and strengths. They then strategized ways to optimize and amplify these strengths.

Build Your Team:

This level was about creating a support system to stay motivated and accountable. The high-achiever identified supporters to encourage growth, as well as competitors to provide a drive to stay focused through friendly rivalry. Building this well-rounded team helped fuel consistent effort.

Go Questing:

Real-world “quests” challenged the leader to step outside their comfort zone and practice new behaviors and mindsets. Each completed quest leveled-up their skills.

Level Up:

The final level allowed the high-achiever to integrate all their learnings. They emerged with greater self-awareness and a concrete plan for continued growth. This challenge provides an opportunity to retrospectively look back to see what worked, what didn’t, and how to craft the next quest or challenge.

This innovative fusion of coaching and gamification sparked an endless desire to keep improving - a strong motivation to break through limitations and grow in impactful ways.

CONCLUSION:

By combining the structure of executive coaching with the motivational power of gamification, this innovative approach engaged the leaders’ drive in a fun, immersive way. The experience leveled up his self-awareness and sparked meaningful behavioral changes as a communicator and leader of teams. The leader now has a clear path, tools and mindset to continue achieving increasingly epic results in his career.

