LEADX – SESSION II, 2021

CONDUCTED BY HR ALUMNI COMMITTEE

Details of the Speaker:

- Name: Binayak Mohanty
- Educational Qualification:
  - BTech – Computer Science (Gandhi Institute of Technological Advantage, 2008-2012)
  - MBA, Human Resource Management (XIMB, 2016-18)
- Present organization: De Shaw & Co
- Designation: Senior Talent Acquisition Specialist

About Event:

- Date: 5th September, 2021
- Time: 2:45 pm
- Duration: 2 hour
- Online Platform: Zoom
- Batch Addressed: 2021-23
- Theme: Gamification in Talent Acquisition

Feedback:

- **Students**: The students of the batch 2021-23 were highly enthusiastic for the session as was evident from the interaction they had with the speaker. The speaker was able to provide interesting insights into the use of gamification in the talent acquisition process and the changes that it brought along with it. The students definitely look forward to more such learning opportunities.
- **Alumni**: The alumnus had a very good experience, walking down the memory lane and addressing a batch of budding professionals at his alma mater. He was very keen on giving his complete attention to each and every student who had an interaction with him. He threw a lot of light on the practical applications of gamification, making it simple to grasp.

Special Highlights of the Event:

- The session started with the speaker talking about talent acquisition and gamification as two separate topics and how this new age technology when married to a very old process can give rise to creative solutions for problems in the corporate.
- In the various steps of talent acquisition, the speaker highlighted that screening and onboarding were two processes where gamification could be used. He talked about two kinds of games, one where rewards i.e., extrinsic motivation is required and where the process is mandatory so the candidate is intrinsically motivated, the former being screening and the latter, onboarding.
- Gamification is basically a tool to drive talent towards solutions. It is a method to keep candidates engaged, while optimizing the hiring process. The speaker talked of three must-haves in the checklist for game designers – **autonomy, challenge and**

relatability. The candidate/employee must have room to make choices, feel challenged and relate to the situations/scenario in the game.

- The speaker underlined the necessary parameters to make a game engaging. **Goals should be set** and to accommodate the shorter lifespan of present workforce composed of Gen-Z and millennials, certain triggers should be used at intervals. Two important design aspects are – **rules and touchpoints.** Regular feedbacks through these touchpoints ensure assessment.

- **"Knowing when to gamify is key"**, asserted the speaker. Talent acquisition is gamified when either the cost/time to hire is to be reduced, biases are to be removed, cognitive abilities are to be tested or candidate experience is to be enhanced. The speaker talked at length about how we as future HR professionals could identify if a process needed gamification.

- Delving into gamification in the screening process, the speaker gave interesting insights on how analytical thinking and problem-solving approaches could be measure via gamification, all the while engaging the candidate actively. The questions are designed subjectively such that there are no wrong answers and they reflect the culture of the company.

- Further about onboarding the speaker mentions how this is not a mandatory process and dependent on extrinsic motivation i.e., the presence of rewards. He highlighted the need to engage the employees because it's their first toughs point with the organization and important to create a seamless transition while giving tangibility to the culture of the organization.

- The speaker in his interaction with the students also touched upon data security in case of third-party vendors and robust gamification systems which were still evolving to imitate the nuances of human touch missing at present. He emphasized on how extensive the process of developing a robust game was and hence it is important for us future professionals to make a correct need assessment, look at weekly status reports and most importantly, think outside the box to make HR processes better. **"Don your consultant hats"** was his advice to the batch.