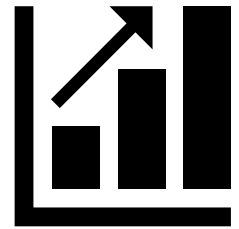


# Increasing Learner Engagement Through Leaderboards




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## Innovative Design


Chiesi USA invested in a mobile learning application two years ago. The app became a repository of learning content with modest participation from learners. We wanted to see if we could **increase** engagement and effectiveness of learning by using gamification through leaderboard challenges within the app. Each week, for 8 weeks, a new challenge was assigned to the sales team such as 'participate in a peer-to-peer discussion', time spent engaged in the app, and percent assignments completed. We compared the utilization of the app versus the same period from the previous year and saw a 121 percent engagement increase.



## The Leaderboard Challenges

1. **80 More Learners Engaged in Learning Application in 2020 than 2019** 
2. **Time invested increased from 1 hour to 17 hours during the same 8-week period** 
3. **86% of learners agreed leaderboard challenges encouraged peer engagement** 
4. **Leaderboard Challenges encouraged engagement virtually during COVID-19**
5. **Workshops on Peer Feedback were created as a result of the challenges to encourage more quality feedback from users**

- Challenges Included:
- *Learner Engagement*
  - *Assignment Completion*
  - *Time Invested*



“  
 Now my peers are giving better feedback than they had used to. I think the leaderboard challenge has forced people to go back and give more thoughtful responses.  
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