

CRESITA LLC NEWSLETTER

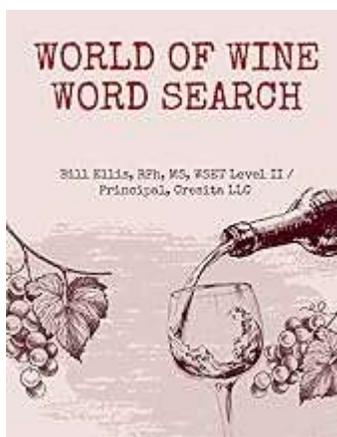
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Applying Gamification and Edutainment

I think that I have identified a challenge facing many organizations today. Can you make something both fun and educational? Personally, I think you can. I know when I worked or consulted in the world of certification, we often discussed the concept of “gamification.” If you're not familiar with the term gamification it simply is incorporating elements of gaming into a more serious activity such as learning or assessment.ⁱ Gamification has many applications across multiple types of businesses. For example, association or membership organizations can award points for several types of engagement. Those points can be turned in for vouchers on discounts on other valuable association items such as books or other forms of education.

I try to do this in my new book, *World of Wine Word Search*, published a few days ago on Amazon. You can read more about this in my Wine Blog located on the Cresita LLC website.



I worked for several years in the not-for-profit sector, and I do believe that the application of edutainment in the form of gamification can pay dividends. If you're not familiar with the term gamification it simply is incorporating elements of gaming into a more serious activity such as learning.ⁱⁱ Gamification has many applications across multiple types of

businesses. For example, association or membership organizations can award points for several types of engagement. Those points can be turned into vouchers for discounts on other valuable association items such as books or other forms of education. Defining engagement is up to the organization and it can take many different forms. Some organizations may define engagement simply as purchases, others may choose to include elements such as posts on their social media channels or attendance at live events.

Although many searches on the term, “edutainment” or “gamification” produce results related to marketing, I would say this approach should not be adopted as a quick fix for any challenge an organization can face. Unfortunately, I am not sure there are any quick fixes.

Why do I state that I do not think there are no quick fixes, which is because the behavior or mindset that got the organization in trouble is often multi-factorial and did not develop overnight. Therefore, fixes are not quick as they tend to be more foundational if they are going to “stick.” The leaders of the organization need to internalize the change they want to see and live out those values. That person’s boss or bosses also need to be patient as change takes time. Establishing clear deliverables or milestone achievements can be a useful tool when embarking on organizational change.

Members of a board, management team or governing body need to put resources, including financial resources, behind the change or changes they want to see. Otherwise, they are setting the organization up to fail. A good activity is to perform an annual review of all products or services an organization provides. If an organization does this be sure to solicit customer and front-line staff input. A lot of my orientation comes from the quality improvement world, and I know that not every idea will work or solve the problem an organization seeks to resolve. Setting up agreed upon milestones creates an objective way to evaluate change. If you are in a position to help in creating goals for an organization, I would consider using a SMART goals format. If you are not familiar with SMART goals, SMART is an acronym which stands for Specific, Measurable, Achievable, Relevant and Time-bound.ⁱⁱⁱ

Goals developed in the SMART manner have all the above attributes. The beauty of SMART Goals is that they can remove ambiguity for those tasked with both developing them as well as implementing them. SMART Goals are also easier to track and when I worked for or consulted with organizations, I often developed a dashboard or report card to track progress.

Let me know if you want to discuss any of these matters, mention this article and be eligible for a 10% discount on the services offered by Cresita. You can reach me at bill@cresitalc.com.

ⁱ <https://www.merriam-webster.com/dictionary/gamification> Accessed 02/03/2026

ⁱⁱ <https://www.merriam-webster.com/dictionary/gamification> Accessed 02/03/2026

ⁱⁱⁱ <https://www.forbes.com/advisor/business/smart-goals/> Accessed 02/03/2026