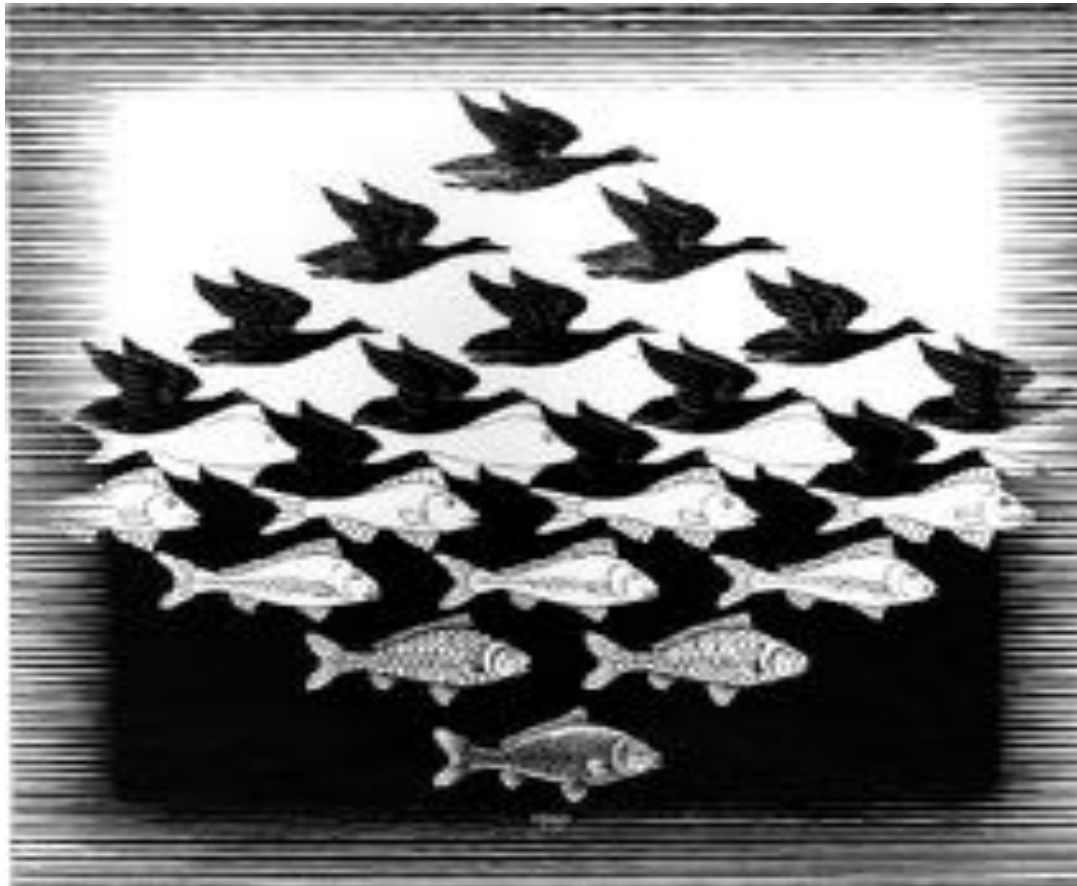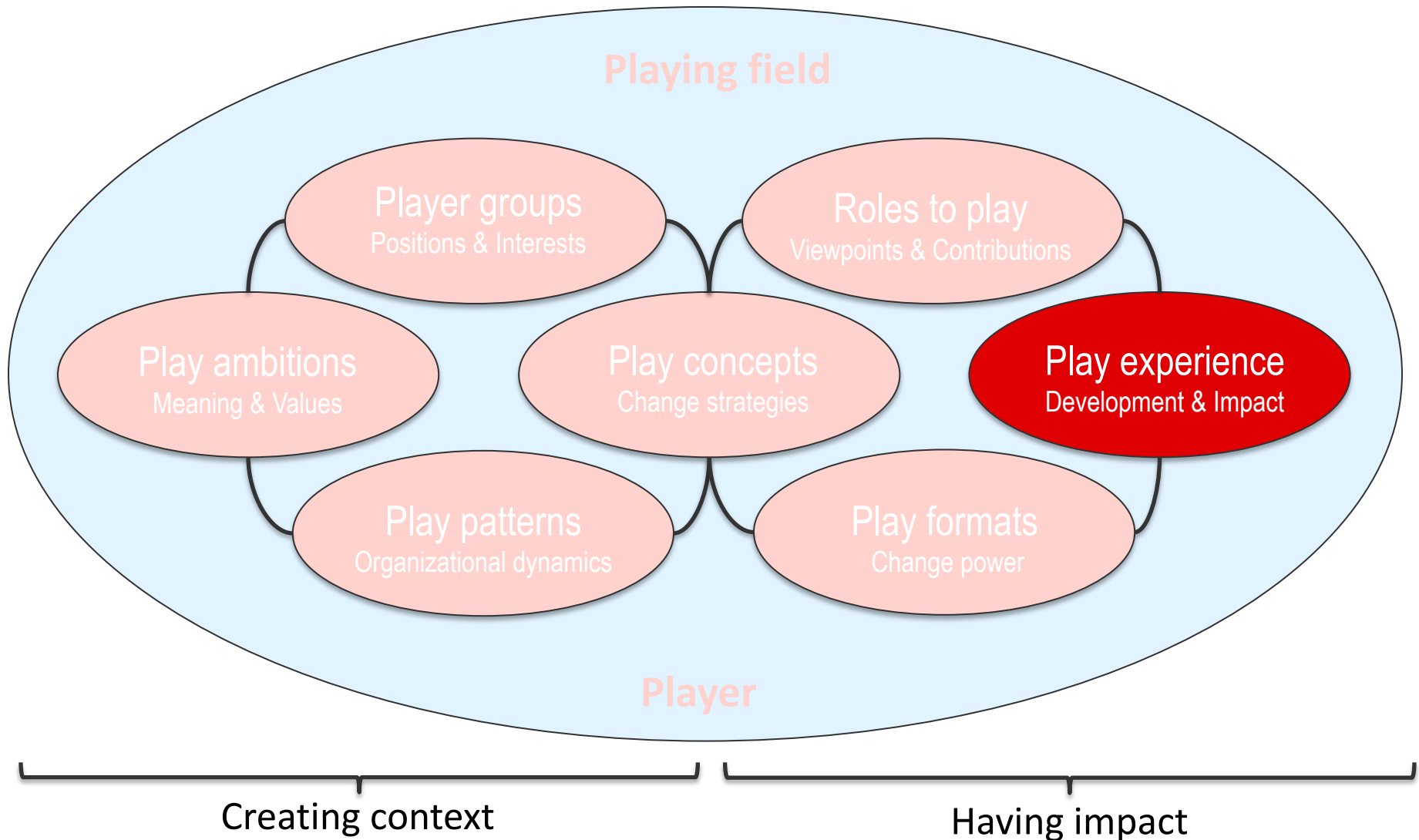# Perceiving play experiences
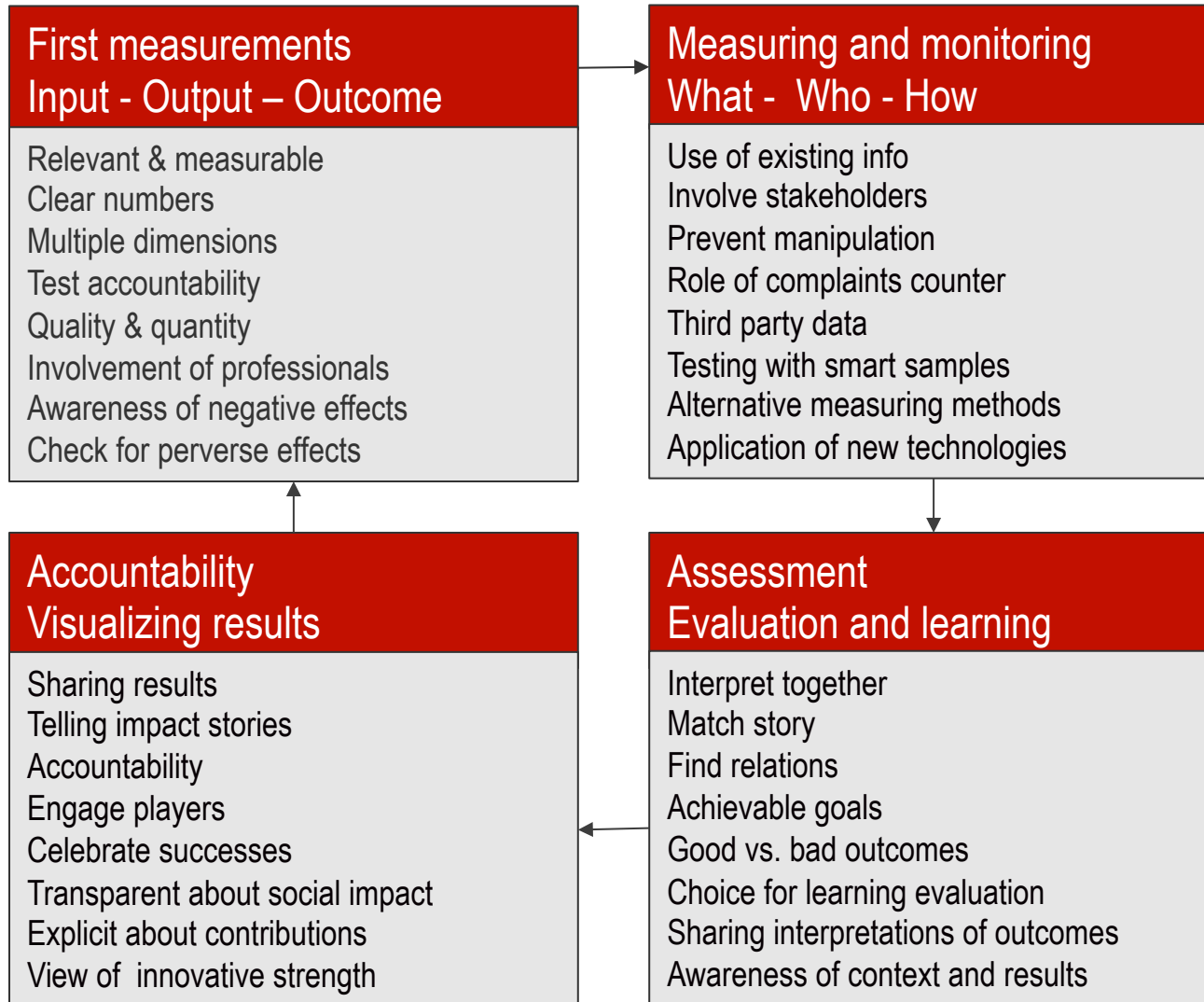
Play experience

Content

- Measuring and visualizing impact
- Vitality of organizations
- Surface level and undercurrent
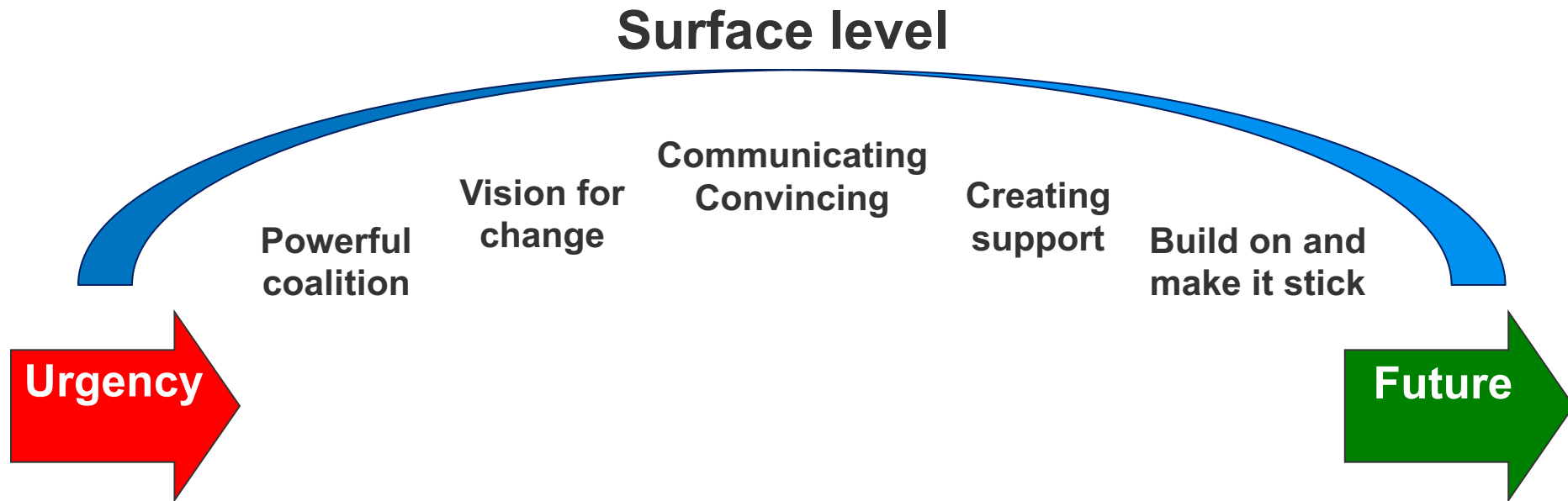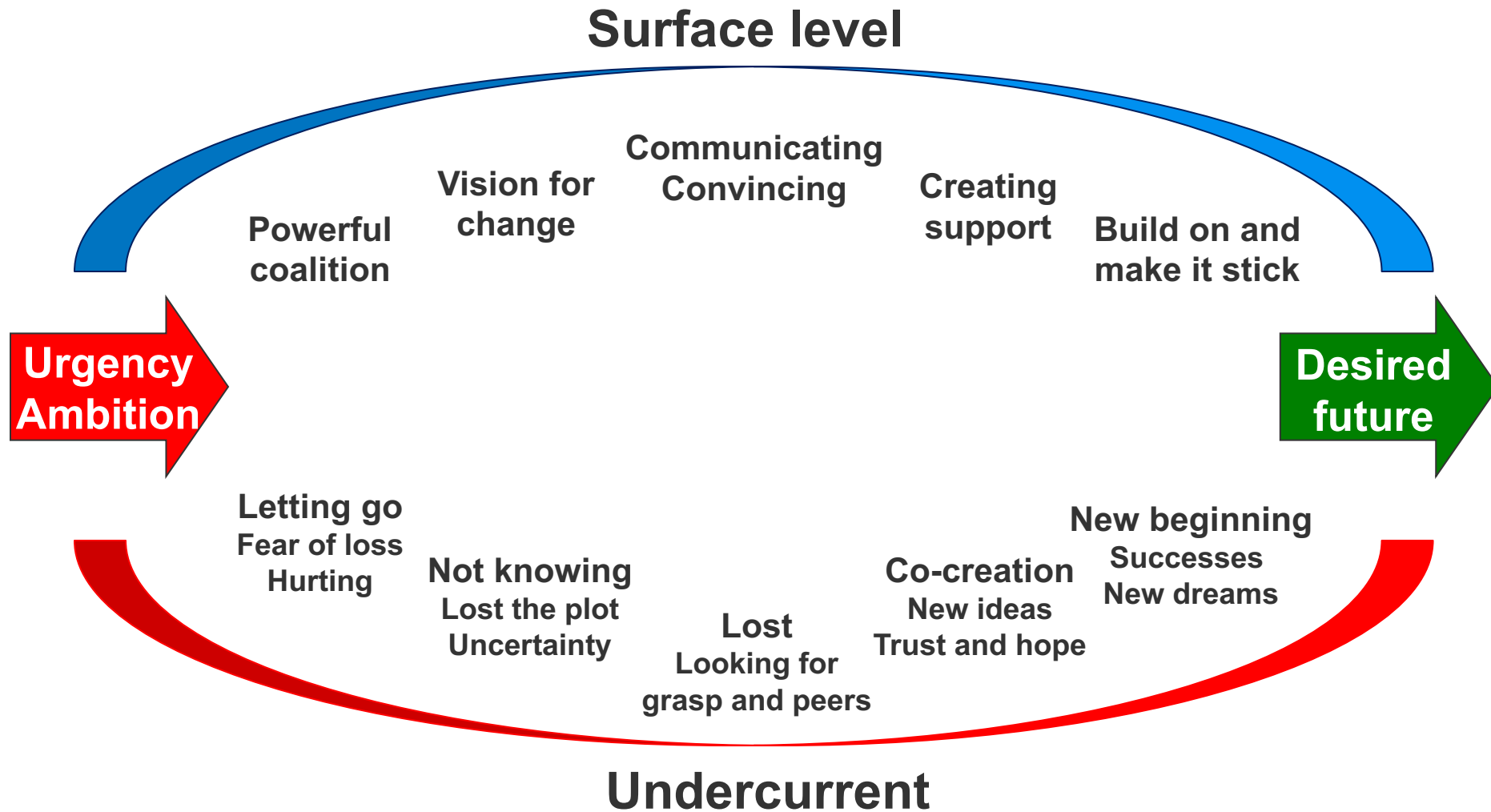- Air France KLM

Measuring and visualizing impact

**First measurements
Input - Output – Outcome**

Relevant & measurable
Clear numbers
Multiple dimensions
Test accountability
Quality & quantity
Involvement of professionals
Awareness of negative effects
Check for perverse effects

**Measuring and monitoring
What - Who - How**

Use of existing info
Involve stakeholders
Prevent manipulation
Role of complaints counter
Third party data
Testing with smart samples
Alternative measuring methods
Application of new technologies

**Accountability
Visualizing results**

Sharing results
Telling impact stories
Accountability
Engage players
Celebrate successes
Transparent about social impact
Explicit about contributions
View of innovative strength

**Assessment
Evaluation and learning**

Interpret together
Match story
Find relations
Achievable goals
Good vs. bad outcomes
Choice for learning evaluation
Sharing interpretations of outcomes
Awareness of context and results

Vitality of organizations

Surface level and undercurrent

Surface level

Powerful coalition

Vision for change

Communicating Convincing

Creating support

Build on and make it stick

Urgency

Future

Surface level and undercurrent
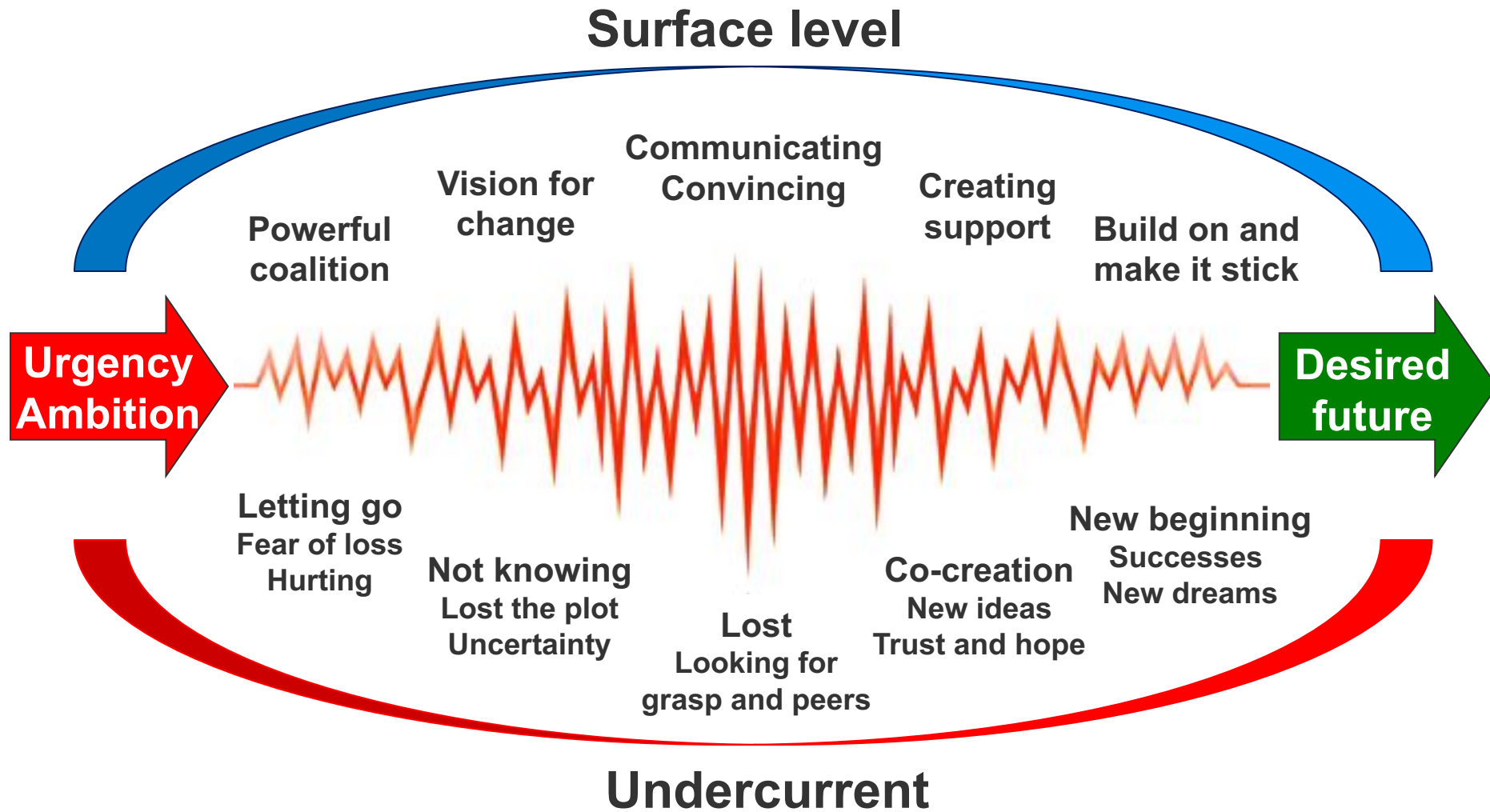
Increasing competition

2005

2015

Increasing competition

Air France KLM - 2018

	Air France	KLM
Revenu*	16.073	10.955
EBITA*	2.107	2.105
Operating results*	266	1.073
Operating margin	1.7%	9.8%
Operating cash flow	11.1%	16.4%
Cost strikes*	355	-
Aircrafts	305 (20 models)	168 (12 models)
Employees	84.000	35.000
Load factor	78%	91%
Punctuality EU	10th	1st

* in €m