



→ Laurels

Reinforce learner motivation through recognition of effort, in a simple and time-bound format.

100%

ENGAGEMENT

2025

WHY LAURELS

Learners crave validation, recognition, and a little bit of friendly peer-to-peer competition! “Badges” have been widely used in the context of learning to meet this need, however, often with mixed or short-lived results.

A badge system needs a good narrative, as well as a sense of value over the long-term. When used effectively, badges can stimulate motivation and engagement and enhance learning and competence improvement.



WHAT IS IT?

Clever Nelly has developed “Laurels” for use as a badge system, with each Laurel demonstrating a user’s history of engagement and competency over a learning period.

Recognising the learner’s efforts in a simple and time-bound format reinforces the intrinsic motivation the learner gets from engaging with Clever Nelly.

HOW IT WORKS

- ✓ Laurels will update monthly, with green leaves for achievement or grey leaves for non-achievement
- ✓ There is a Clever Nelly minimum standard to achieve a green leaf
- ✓ Every user will be able to view their Laurels on their Clever Nelly screen
- ✓ Option to have a gold Laurel at the end of the year if Clever Nelly minimum standard achieved
- ✓ All users eligible, with the option to introduce on a “group wide” or “account wide” basis.

SUMMARY

High Engagement = High Competency

The more a user engages with Clever Nelly, the more they benefit from her tried-and-tested formula of spacing and repetition. This ensures that the training they receive is learned, retained and translated into in-role competence.

LAURELS

Information & FAQs

Laurels are provided to reward and reinforce user engagement and competency improvement. Laurels give a visual representation of a user's monthly engagement and competency scores over the course of a calendar year, as well as a Team Laurel, so users can identify how they are contributing towards their respective team's score and how they compare to their team's average.

Each pair of leaves represents a calendar month. The pairs start empty and are filled in monthly, if the two scores are above the set parameters the leaves will turn green, if the scores are lower than the parameters, the leaves will turn grey.

Users can hover over each pair of leaves to see that month's engagement and competency score.



PARAMETERS



For the Green Laurel, the below scores are the minimum parameters permitted:

Engagement: 80% or above

Competency: 55% or above

There is an option to have a high-performance Golden Laurel which will turn all leaves golden at the end of the year when the higher parameters are achieved.



For the Golden Laurel, the below scores are the minimum parameters permitted:

Engagement: 90% or above

Knowledge: 75% or above

The Laurels appear on the question answer screen for users every time they answer a question, to keep both their engagement and knowledge score front of mind.

LAURELS

Information & FAQs

What reporting is available on Laurels?

Laurels are designed for the benefit of the end users, and so there is no reporting on Laurels for Managers. However, Managers can of course access their team's competency and engagement scores and reports via the Dashboard.

Can we change the performance parameters for Green and Gold Laurels?

Customers can only increase and not decrease the performance parameter for Green and Gold Laurels.

What are the different colours on Laurels and what do they represent?

There are 4 colours available on Laurels:



White leaves represent months where Laurels were not live



Grey leaves represent minimum parameters having not been achieved



Green leaves represent minimum parameters having been achieved



Gold leaves represent higher parameters having been achieved over the course of the year

How do we activate Laurels?

Please speak to your Account Manager or Director about setting up Laurels.

How long does it take to activate Laurels?

There is a one-week lead time to activate laurels

When will users be able to see the Laurels after going-live?

Laurel data is updated overnight so when going live, the Laurel will appear on a user dashboard the following day.

Can different parameters be set for different groups or teams?

Yes, it is possible to set different score parameters for different groups or teams. We can also define different time parameters for different groups or teams.