

One of the best bits of advice I was given at Cag Gemini revolved around the idea that you can't please all of the people all of the time.

It was the 70/30 rule of engagement. I am pretty sure that whoever told me it made it up, but it was a great rule of thumb that I have used many times over the years.

The rule says that when trying to engage a group you are always going to have around 30% who will not engage. 15% will have no interest and 15% will actively and deliberately choose to not engage (a bit like a [Disruptor](#), no?).

Gamification is not a "one size fits all" type of solution and it is certainly not a solution that everyone will like. When doing anything like this you are trying to engage with as many people as possible, but that is almost certainly not everyone.

Don't put yourself under the sort of pressure that aiming for 100% engagement will create, it will send you to an early grave!