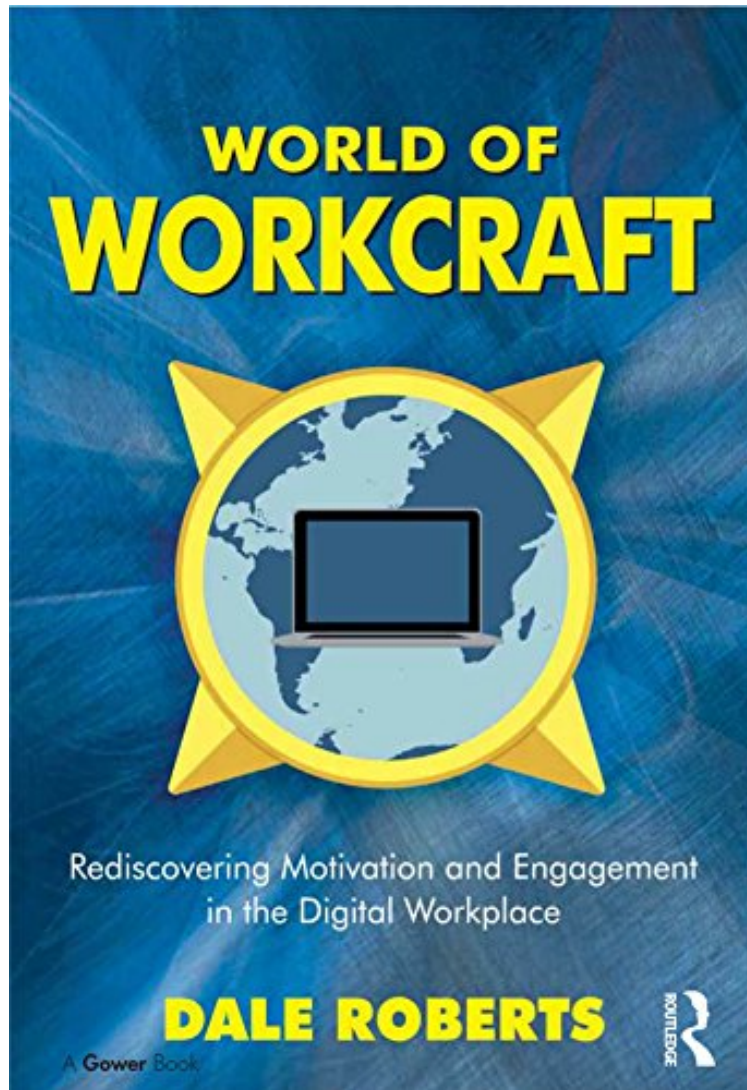


(Download) World of Workcraft: Rediscovering Motivation and Engagement in the Digital Workplace

World of Workcraft: Rediscovering Motivation and Engagement in the Digital Workplace

Dale Roberts

**Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#3437856 in eBooks 2016-03-03 2016-03-03 File Name: B01CIKTL3G | File size: 25.Mb

Dale Roberts : World of Workcraft: Rediscovering Motivation and Engagement in the Digital Workplace before purchasing it in order to gauge whether or not it would be worth my time, and all praised World of Workcraft: Rediscovering Motivation and Engagement in the Digital Workplace:

Research demonstrated some years ago that there is a strong positive correlation between 'play', 'fun', and organisational performance. More recently, organisations have started to wrestle with the idea of

how to engage the skills and motivation of the video game generation; as customers and as employees. The practical application of gamification is part of the disruptive innovation that offers businesses radical new ways of working, learning and performing. In a nutshell, gamification is the concept of applying engaging elements of game theory to non-game applications. An example would be to create a game to learn something new for work. Companies need to embrace the idea of blending games with work. And in order for that to happen, gamification must have a basic knowledge base and skill set, as well as both theory and practical application of its core principles. Dale Roberts's *World of Workcraft* provides the context and background to the need for and potential benefit of gamification as a means of turning a traditional corporate culture and structure into a dynamic community. He also provides guidance on how to (and how not to) introduce these concepts successfully.

About the Author Dale Roberts is a commentator, blogger and regular speaker on the impact of digital, mobile and social on business. He is currently European VP of Professional Services for Clarabridge helping some of the world's largest companies make their customers happy using social and digital insights. Prior to this Roberts was part of the founding circle of Artesian Solutions, an innovator in social customer intelligence and a Director of Services for business intelligence giant Cognos. His first book, *Decision Sourcing*, is an inspiring commentary on the impact of social on corporate decision making.