

Thinking Straight in a Non-linear World



Brainovation

Innovation & Expertise Advice to Grow your Business

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To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I conclude our commentary on gamification pointing to a few solutions providers and with a reference to the work of Dr. Michael Sutton, a game-based-learning enthusiast. Is your organization using gamification? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

In Brainovation® Buzz I highlight selected news and upcoming events.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "in knowledge organizations, learning is work, thinking is doing"
Anders Hemre

Game On: How Future Leaders Learn

Gamification, simulation and serious gaming are gaining ground with applications in both education and business. Academic and corporate learning, user engagement and brand loyalty are obvious areas of interest to gamifiers. Market researcher Mind Commerce estimates the gamification market to reach \$10 billion by 2020. [Badgeville](#), [Bunchball](#) and Swedish [Awesome Group](#) are examples of solutions providers.

Knowledge activist, gamification enthusiast and game based learning thought leader Dr. Michael Sutton has been in the forefront of using games in serious learning for

quite some time. Learners, especially millennials he argues, are begging for revolutionary approaches to learning with the inevitable conclusion that "the learning strategy of the medieval period – lecturing - has been a poor substitute, overused strategy, and invalid method for motivating a broader range of learners who need to build soft skills in this increasingly complex, ever changing international, global business environment."

Currently on a one year sabbatical, Michael is active with research, speaking engagements and sharing his thoughts on LinkedIn:

[Building Thought Leadership](#)

[Game Based Learning](#)

[Michael Sutton](#)

Brainovation® Buzz

Post of the month: [Being Well Connected](#)

*Hey, I didn't know
we're connected on
LinkedIn*



*Maybe I need to
update my picture*



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Some upcoming conferences and events of interest:

Learning & Knowledge Management

April 30-May 1: [APOC's KM Conference](#), Houston, TX

May 7-9: [ICLC](#), Mexico City

June 10-12: [mLearnCon](#), Austin, TX

Innovation

May 20-21: [InnoTown](#), Ålesund, Norway

June 15-16: [ICIMT](#), Toronto, Canada

June 15-17: [ISPIM](#), Budapest, Hungary

June 23-26: [R&D Mgmt](#), Pisa, Italy

For more Brainovation buzz, follow me on [Blogger](#), [Twitter](#) & [Facebook](#) where I try to think straight in a non-linear world and where I share "micro thoughts" on life and work in the knowledge economy.

In the Previous Issue

In case you missed the March issue, here it is again:

[Gamification: entertaining to engage](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews

Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our guru interviews in one document.

[What The Gurus Say: Brainovation® Interviews 2007-2014](#) (PDF)

- **Benjamin Gilad:** On Competition and Regulation
- **Thomas Hagbard:** Realizing Creativity
- **Mats Andersson:** Technology Innovation
- **Richard McDermott:** Knowledge and Expertise
- **Göran Fröling:** Managing Technology
- **Adam Gordon:** Forecasting the Future
- **Alan Middleton:** Managing Innovation
- **Michael Sutton:** Knowledge Management
- **Leif Edvinsson:** Intellectual Capital
- **Benjamin Gilad:** Competitive Intelligence

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