

# 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 take a look at gamification and point to a few interesting reports on the subject.

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*

### **Gamification: Entertaining to Engage**

Gamification, i.e. the use of game design concepts in non-game environments, became all the buzz half a decade ago and companies were quick to embrace the concept. The use of prediction markets falls somewhat in the same domain, but have not attracted quite the same level of acceptance as gamification. In 2011, the Gartner group predicted that more than 50 percent of organizations that manage innovation processes will gamify those processes by 2015. This remains to be seen, but there are certainly a number of successful efforts reported from a range of enterprise environments.

Making people gain a reward or benefit from doing something fun or interesting sounds almost like a no brainer. But it still has to be designed. And it doesn't have to be something online. The concept has been used for e.g. speed limit promotion, recycling and music playing subway stair cases.

Gartner identified four principal means of driving engagement using gamification: fast feedback, reachable goals, compelling narratives and achievable tasks.

The following may represent cases of particular interest to readers of this newsletter:

[Integrating Gamification with Knowledge Management](#)

[Gamification in Concept Design](#)

[Gamification and Human Resources](#)

## **Brainovation® Buzz**

Post of the month: [In Search of Google Magic](#)



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Some upcoming conferences and events of interest:

### Learning & Knowledge Management

April 20-21: [ICKM](#), Boston, MA

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

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

### Innovation

April 28-29: [Business Innovation Summit](#), Toronto, Canada

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

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 February issue, here it is again:

[Making M&As Work: Doing the Due](#)

## **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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ahemre@interknowledgetech.com

Phone: +46 763264773

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Anders Hemre | Styrfarten 2C | 417 64 Gothenburg | Sweden