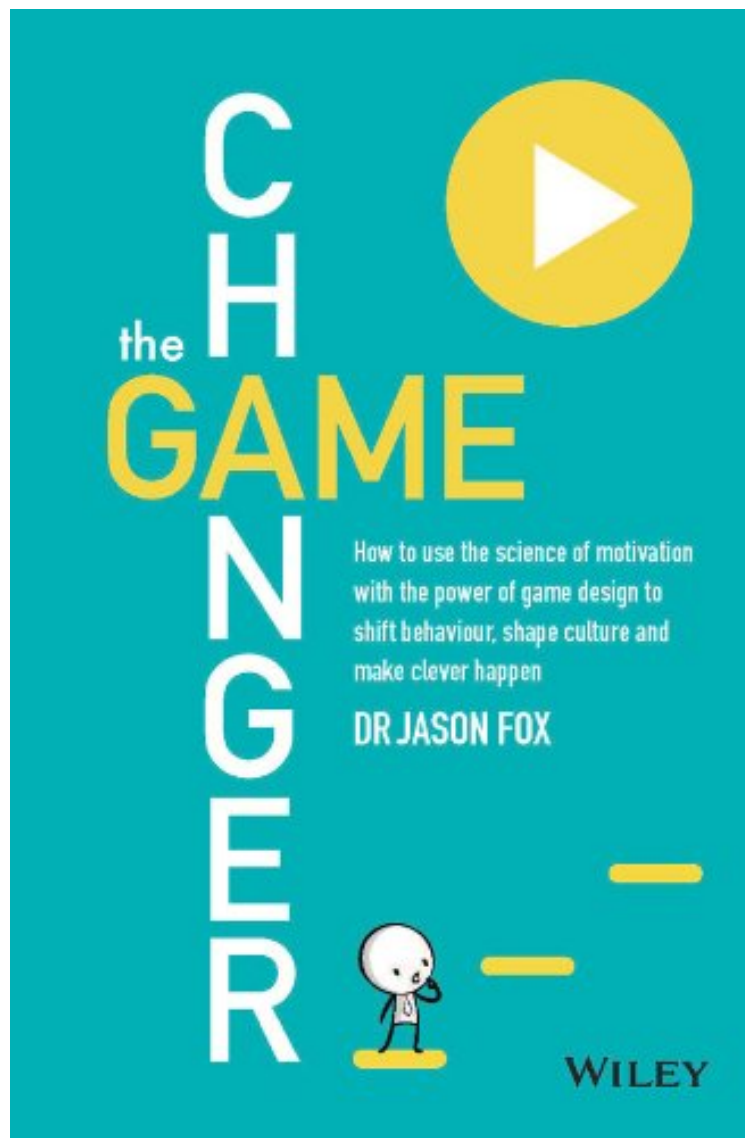


(Library ebook) The Game Changer: How to Use the Science of Motivation With the Power of Game Design to Shift Behaviour, Shape Culture and Make Clever Happen

The Game Changer: How to Use the Science of Motivation With the Power of Game Design to Shift Behaviour, Shape Culture and Make Clever Happen

Jason Fox

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Jason Fox : **The Game Changer: How to Use the Science of Motivation With the Power of Game Design to Shift Behaviour, Shape Culture and Make Clever Happen** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Game Changer: How to Use the Science of Motivation With the Power of Game Design to Shift Behaviour, Shape Culture and Make Clever Happen:

2 of 2 people found the following review helpful. Great Book But Short on the "How to Use" Part
By Chris Reich
Fantastic book with a lot of very stimulating thoughts. The big problem is execution. How do we do it? Believe me, it's not easy. For example, one of the big points in the book, with which I fully agree, is to "make progress visible." And we need to shorten the feedback loop. It's not always easy, within conventional business tools to make progress visible. And then, trying to enhance the visibility of progress can easily slide into the realm of the corny. There aren't many good, concrete examples of how to do these things. In the book, Reality is Broken, often cited in this book, there are numerous examples of great gamification platforms. Few of which continue to operate. The ideas in this book should stimulate a lot of good thinking but the execution will prove difficult. I find it very hard to get people to maintain feedback systems and to 'make progress visible'. I have found that bringing attention to progress is helpful in keeping momentum up---so I now report more on progress of my own projects. That helps me but does really spur others to great work. I highly recommend the book but expect to do a lot of work figuring out the how...Yes, still a 5 star book.

2 of 2 people found the following review helpful. If you play the game that connects strategy and impact - this is the book for you
By Oscar Trimboli
Motivational speakers explain what the Promised Land looks like, sometimes they forget to leave you the compass, the map and how long it will take to get there. Jason Fox explains in simple language and pictures how to get to the Promised Land. He explains importance of a compass, a map and how to measure progress. Jason does a great job of exploding motivational myths and the simple steps to get from today to your future. Although he spends some time explaining the failings of motivational speakers, he does it in a way that is humorous and having fun along the way; not just at them but also himself. If you are seeking to understand why the Xbox, Sony PlayStation, FitBit and Strava as such transformational tools to enable sustainable change, then I recommend you read this book. If you want to find a way to connect strategy with impact in your organisation then I recommend you read this book.

3 of 3 people found the following review helpful. Practical, original, funny - a great handbook for leaders and change agents
By Zoe E. Routh
How to make change stick? How to engage and inspire? The elegant and simple refrain, "make progress visible" has profound impact. This is one of the most useful principles of the book and is why I quote it in every change management workshop I deliver. It has also spurred my own interest in apps that track progress (and regression) in personal and professional projects. Jason's wry wit is engaging, his illustrations hilarious. This book is a gem.

Use the science of motivation with the power of game design to unlock motivation and drive progress in your organisation. There are two conventional ways to approach motivation: set goals and try to change attitudes and beliefs (which takes a lot of personalised effort); or develop incentives and rewards to inspire effort (which takes a lot of money). This book shows you how to take a third new approach; designing the work itself to be inherently motivating. Combining the best elements of three distinct fields; motivational science, game design, and agile management; this book shows you how to positively influence behaviour through better work and project design. This game changing book: Gives you a refreshing science-based approach to the classic challenge of motivation in the workplace Is ideal for any leader or manager looking to take their workplace culture in a new direction Includes practical advice for creating highly productive, motivated and innovative teams Is written by a motivation strategy and design expert who consults on leadership and change management to a wide range of clients; from the executives of multinational organisations, through to the directors of switched-on startups. The Game Changer will show you how to unlock creative, productive and collaborative work. It is the perfect resource for forward-thinking leaders in organisations and teams focused on crafting a work culture that gets the best out of their people;

About the Author
Dr Jason Fox is a global authority on motivation strategy and design, and is on an epic quest to liberate the world from poorly designed work. After sneaking into the Ivory Towers of academia and levelling up with a PhD in record time, Jason now works with forward-thinking business leaders, showing them how to use the best elements of motivation science and game design to influence behaviour, drive progress and make clever happen. He has advised on motivation strategy, change management and good gamification design to a range of organisations; from multinational companies like PepsiCo, Gartner and Toyota; to the big banks, universities, mining, telecommunication and pharmaceutical companies; right through to grassroots educational organisations and savvy startups. Jason lives in Melbourne, Australia, the hipster capital of beards and good coffee. When not gallivanting around the world speaking at events (as the science-based alternative to the fist-pumping rah-rah motivational corporate speakers) or immersed in game-changing work with clients, Jason enjoys partaking in extreme sports like reading, coffee snobbery and fruit ninja.