



Gamification for Employee Engagement

Akila Narayanan

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Akila Narayanan has over a decade of experience in the IT industry and is currently working as Project Manager with one of the global IT leaders. She is a social business enthusiast and evangelist with vast experience managing complex and strategic projects for insurance customers. She specializes in enabling social business and gamification for insurance customers, has published thought papers and created customer mindshare. She holds a bachelor's degree in engineering from University of Madras and is PMP, AINS certified. She has completed the online gamification course offered by coursera.org.

Over the years, business environments have changed considerably, and the needs of the employees have changed along with it. A big challenge amongst businesses to retain and nurture the best talent. With gamification you have the opportunity, when done correctly, to engage and establish mutual trust and better retention. This book will show you what, where, when and how gamification should be applied within a business context. With focus on practical illustrations and creative ideas for implementation, by the end of this book you will feel confident on how to successfully incorporate gamification into your business.

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