

CONTENTS

INTRODUCTION.....	7
Gamification In A Nutshell.....	8
How Do Gamification And HR Go Together?	9
GAMIFICATION EXAMPLES	15
Recruiting	15
Onboarding	34
Talent Management.....	37
Performance Management.....	39
Career Development	42
What About LinkedIn?	44
MAKING THE NUMBERS	52
Numbers and Scores	52
Why Is Gamification Big Data?.....	60
How Well Does Gamification Work?	63
How Much Does Gamification Cost?.....	66
GAMIFICATION IN YOUR COMPANY	68
Lifecycle.....	68
Strategy.....	70
Gamification Decision Engine	73
Preparing yourself	74
BONUS CHAPTER: GAMIFYING RÉSUMÉS.....	76
The Metro Enthusiast: Var Sahakyan	76
The Role-Player: Oliver Šimko.....	79
ABOUT THE AUTHOR.....	84
APPENDIX	86
Index	86
Tables	89
Images	90
Content.....	92
References	94