

# Gabe Zichermann

## Technology Strategist: Employee and Customer Engagement, Tech-Life Balance

Please contact a GDA agent for information.

### Topics

- Big Data
- Consumer Trends
- Customer Relations
- Cyber Security
- Innovation / Creativity
- Technology / Alternate Technology



### About Gabe Zichermann

Gabe Zichermann is the foremost expert on designing for engagement, helping organizations and individuals achieve balance in their relationships to technology, each other, and the world.

Gabe is the founder of "Onward," the breakthrough AI and data science based approach for helping people achieve Tech-Life Balance. Gabe has worked with major governments, Fortune 500s and startups to help them maximize positive engagement.

Zichermann is the author of books, largely on the subject of engagement, including the widely beloved *Gamification Revolution* (McGraw Hill), and the engagement design bible, *Gamification by Design*.

A resident of Los Angeles, Gabe is an acclaimed speaker, educator, and advocate whose TV, online, and conference appearances always generate discussion, buzz, learning and excitement.

### Select Keynotes

- **Employee Digital Wellness and Productivity in the Distracted Age**

Technology has profoundly improved our lives, while also creating completely new challenges for engagement, productivity and wellness. Modern apps and devices are driving an explosion in addictive and distracting behaviors whose major workplace impacts are starting to be felt across all sectors, and by employees at all career / life stages. Learn the best practices used by leading organizations to give people control back over their distracted brains and improve productivity, satisfaction and happiness. Discover how technology holds the key to both the problem of distraction and its cure and what breakthrough approaches have been successful across industries and the world. Explore the workplace and employee of the future when we've achieved tech-life balance.

- **Failosophy**

Exploring this topic led Gabe down a very interesting path, weaving together his personal experience as an entrepreneur with an understanding of behavioral psychology, game theory and organizational development. The things he has learned along the way can be consolidated into a single idea. He calls this the Failosophy – a set of tools, techniques and tricks that can help you face your fear of failure, create an entrepreneurial culture, and succeed like never before.

If you're not on the precipice of failure right now, you're not living up to your full potential.

- **Gamification and Employee Engagement**

Employees are more distracted than ever due to increased workplace demands and our always-on tech culture. At the same time, organizational technology and processes are designed to assume a "captive" audience of compliant workers when today's most valuable team members are expected to be highly autonomous, independent and entrepreneurial. Set against this backdrop, smart organizations are using the power of games to bridge the gap between the 20th and 21st century workforce, using gamification and engaging technology to drive learning, teamwork, productivity and recruitment to new heights. In this talk, you'll learn the secrets of driving sustained employee engagement and how

gamification can transform your organization to be ready for the future based on examples, neuroscience and practical data.

### Select Book Titles

- **2015:** Play at Work: How Games Inspire Breakthrough Thinking
- **2013:** The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition
- **2011:** Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps
- **2010:** Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests

### Select Articles

- [How Gamification Can Create Social Media Buzz](#)

One way to get people buzzing about your brand over social media is to "gamify" the experience and engaging users in fun ways, says gamification expert Gabe Zichermann. You can drive repeat traffic to your social channels by creating a contest or through longer-term projects that tie into the features of specific social platforms, such as Facebook, he says.