



# Alternate Reality Games: Gamification for Performance

*Charles Palmer, Andy Petroski*

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While formal training and communication are a foundational approach to developing employees in the workplace, alternate reality games (ARGs) provide a framework for increased and sustained engagement within business organizations. ARGs are transmedia experiences designed to generate engagement and immersive learning beyond what is achieved in formal and conventional training and communication approaches.

Alternate Reality Games: Gamification for Performance leads you through the fundamentals of ARGs. It includes a discussion of what is and is not an ARG, citing examples and identifying business challenges that can be addressed through ARGs. It presents case studies that illustrate the variety of forms that ARGs take and the issues to which they can be applied, such as improving performance and critical communication situations. It also gives guidelines for creating your own ARGs, reviewing the process and technological tools and considerations relevant to their creation.

Presenting a thorough examination of the beneficial roles ARGs can play in the business environment as well as methods for creating effective ARGs, **Alternate Reality Games: Gamification for Performance** is an ideal reference for those approaching or considering ARGs for the first time as well as the training professional or professional game designer. It presents a comprehensive overview of the advantages of applying ARGs to the workplace as well as methods for designing and using them.

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