The Media-Savvy Workforce and Virtual Worlds

Insights from QuestG’s Global Investigation of the Media-Savvy Workforce and Learning Project

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QuestG Media-Savvy
Workforce and Learning Project

Ready or Not, Here They Come:
Harnessing the Passion and Skills of the Media-Savvy Workforce

- Who? Not just the obvious young male
- Work-life / home-life discontinuity
- Probably majority of high potentials
- They learn from games

They have the skills and attitudes required for the global tacit knowledge workforce
What Do They Learn From Playing Video Games?

- Games are not merely entertainment but learning tools for high media-savvy workers

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Top 10* learnings from entertainment video games

45% Critical thinking, strategy, complex problem solving
26% Role-playing in story/world, learn to observe surroundings
24% Relieve (and create) stress
23% Coordination, reflex improvement
20% Emotional training, patience, positive attitude, perseverance
19% Collaboration, teamwork, working with diversity, leadership
18% Cognitive training, keeps you on your feet, sharp
18% Content skills, sports program requirements, sports strategy
15% Creative thinking, imagination, outside-the-box
9% Basic skills, time management, attention to details, typing

* By percentage of responses in an open ended question
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The Media-Savvy Challenge to Business

- Technology at home IS better than that at work
- Want more on-the-job, peer, mentor and interactive learning - current programs not meeting expectations
- Expect more collaboration in management and process
- Want more understanding of company financials/ops
- Their job environment is not meeting their expectations
- Are at a greater risk of leaving their current employer

If the Media-Savvy are the Desirable Employees…

Then this is an Imperative for Reengineering (again)
The New Learning Landscape

Knowledge Transfer

- Text, Audio & Video
- Classroom
- Work Session
- eLearning
- Simulations

Gain Experience

- On-the-job (just-in-time)
- Role Play Workshops
- 3D Video Games
- 3D Platforms

“Social” Communication

- ‘Net “Social” Networks
- Professional Networks
- Online Communities
- Instant Messaging

Practice

- Get the Facts
- Learn from Peers

Learn from Peers
Actions

• CEO Team – address the Media-Savvy imperative
  – Redesign management processes for collaboration
  – Pursue new business readiness and strategy execution vehicles
    • Fund new interactive technology business initiatives: rapid prototype
    • Leverage the passion and energy of the Media-Savvy

• CIO
  – Create new business and technology architectures based on
    • Open communication and collaboration
    • Interactive, Internet, and personal technologies
  – Engage a new definition for security, confidentiality, and privacy

• VP Human Resources and CLO
  – Attract, retain, and engage the Media-Savvy
  – Deliver immersive business solutions
New Tactics for a New Attitude

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