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**Subject:** Is your organization facing these 5 challenges? There's a solution...

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How familiar are you with the growing trend of **gamification** in internal communications?

Many leading companies have already started building applications and programs that have turned gamification into a \$100 million industry seemingly overnight. And, it's expected to grow to a \$2.8 billion industry by 2016 says Yu-kai Chou, a gamification pioneer.

**What is gamification anyway?** In short, it's the application of game-playing elements to an activity. Many businesses are exploring ways of using gamification to train or motivate employees through creating healthy competition and collaboration within their workforce.

**Does my company need to gamify?** With any emerging innovation, the question arises of whether or not to adopt. "Do we really need this? Would our company actually benefit from this?"

**Here are 5 challenges that gamification can help your organization overcome.** If your company is facing one or more of these challenges currently, it might be time to invest in a gamification strategy!

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