

Setting Souls On **FIRE!**



Attracting, Retaining and Developing
Fiercely Loyal Employees in
the NEW REALITY

A NEW REALITY

The Great Resignation

More than **19 million** US workers have quit their jobs since April 2021, a record pace that's disrupting businesses everywhere. It's being defined as the **Great Resignation**.

But rather than working to understand the **true causes**, too many companies are jumping to well-intentioned quick fixes of pay bumps and bonuses that worked for previous generations. Those same quick fixes now leave the rising generation feeling **transactional** rather than appreciated and understood.

But, there is a lasting solution to the **Great Resignation**, one that focuses on providing people a genuine sense of purpose to **returning**.



THE IMPACT IS REAL

This rising generation of workers view employment very differently than previous generations and it's created **a new reality**.

The **impact** of this new reality is an unprecedented challenge in **acquiring**, **retaining** and **developing** desperately needed talent. It's a problem that is costing companies millions in recruitment and training costs and even more in lost revenue opportunities in the marketplace.

It's an **unsustainable** challenge that if not addressed quickly and correctly will leave companies vulnerable.



WHAT'S HAPPENING?

5 facts of
the **new** reality



01

Fact

Workforce Growth

The American workforce will grow by just **4.5%** during the entire **2020s**. That is just half the growth rate of the 2000s (**9.2%**) and only one seventh of the growth rate during the 1970s (**30.2%**). **US Dept. of Labor**

Implications:

The talent pool is shrinking leaving companies competing for the attention and loyalty of fewer people in the willing and available workforce.



02

Fact

The Employee Disconnect

65% of employees say they feel less connected to their employers. Disconnected employees are costing U.S. businesses \$406 billion each year in turnover.

Implications:

Disconnected workers have decreased productivity, a higher chance of attrition, more lost days at work and lower job quality.



03

Fact

The Search for Meaning

A 2021 Ernst & Young survey found that 63% of Gen Z employees feel it is “very or extremely important to work for an employer that shares their values.” Only 32% said making a lot of money in their career is a priority.

Implications:

In this environment, Gen Z concerns regarding diversity, inclusion, and sustainability **must also** become the concerns of the organizations for which they work.



04

Fact

The Future of Work

“If you want a glimpse of the future of work, look no further than your new PlayStation 5 or Xbox Series X. Virtual workspaces where dispersed individuals can come together from anywhere, anytime, to get things done is closer than you might think.” [Venturebeat 2/21/21](#)

Implications:

Whether working remotely, virtually or in person, the future of work will be more like a shared virtual world where silos are a thing of the past. Work tools of the future will be built with a virtual world mindset.



05

Fact

Need for a Culture Upgrade

Of surveyed executives, 75% think their employees would take major pay and benefits cuts to join a company where they'd feel more connected to company culture and other employees.

92% admit their company cultures need improvement, as company culture is the glue that keeps employees connected and engaged at work.

Implications:

Money is no longer the major driving force in employee acquisition and retention.

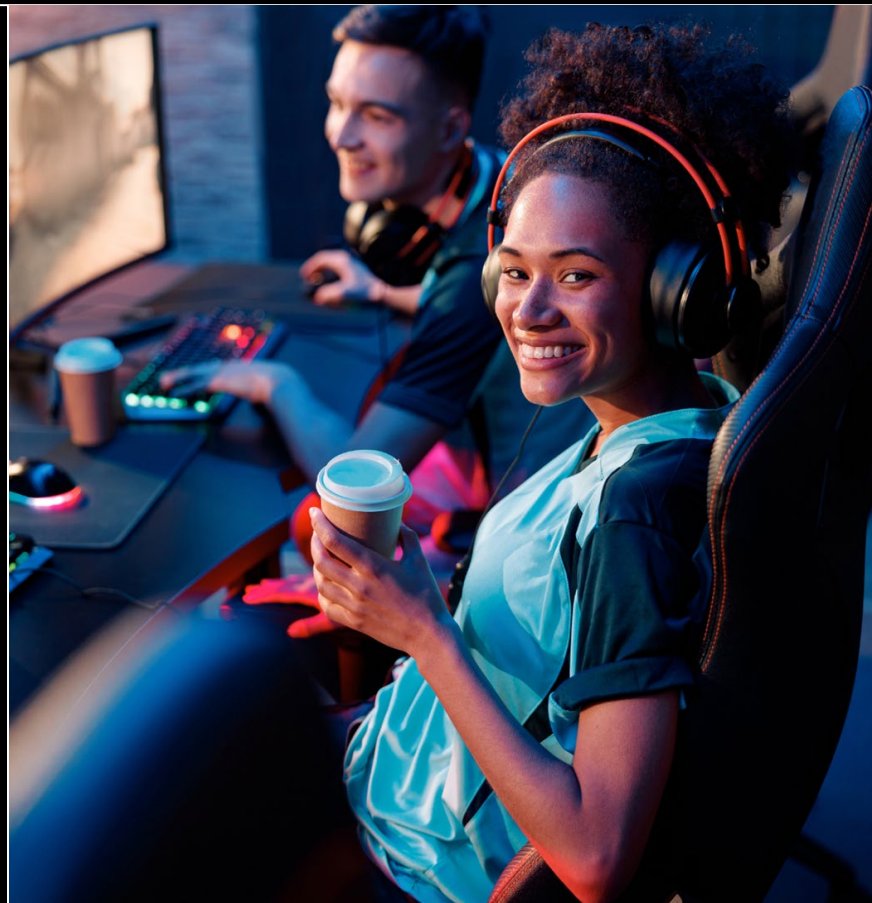


The **New** Reality

The **new reality**, requires companies to demonstrate an openness to being **creative** and **innovative** about the work relationship they have with their **employees**.

It's less about your **contractual** relationship with them and much more about their perceptions of how **supportive** the organization is and how **effective** you are as their leaders.

Harvard Business Review



“Employees who experience high levels of **purpose** and **belonging** have a drop in turnover risk, an increase in job performance, a reduction in sick days, which results in an annual **savings of \$52 million** for a 10,000-person company.”

Harvard Business Review



A \$52 MILLION NEW REALITY



Meet Your New **WORKFORCE**

A Global Generation



The Next Gen

Ages 18-35

- Born into technology
- Fluent in digital communication
- Connected globally
- Equipped to manage fast paced change
- Skilled problem solvers
- Comfortable working in teams
- Committed to end results



“Never before in history has a labor force been so perfectly matched to the needs of companies operating in a modern digital world.” Bob (StreetTacoEater) Davis



The Next Gen **Talent** Pool

it's deeper than you think!



A Untapped **Global Next Gen** Talent Pool

They are the 3.1 Billion gamers that make up the talent pool we call the “**Gamer Generation Culture**” (GGC).

**North
America**
285 Million

Europe
715 Million

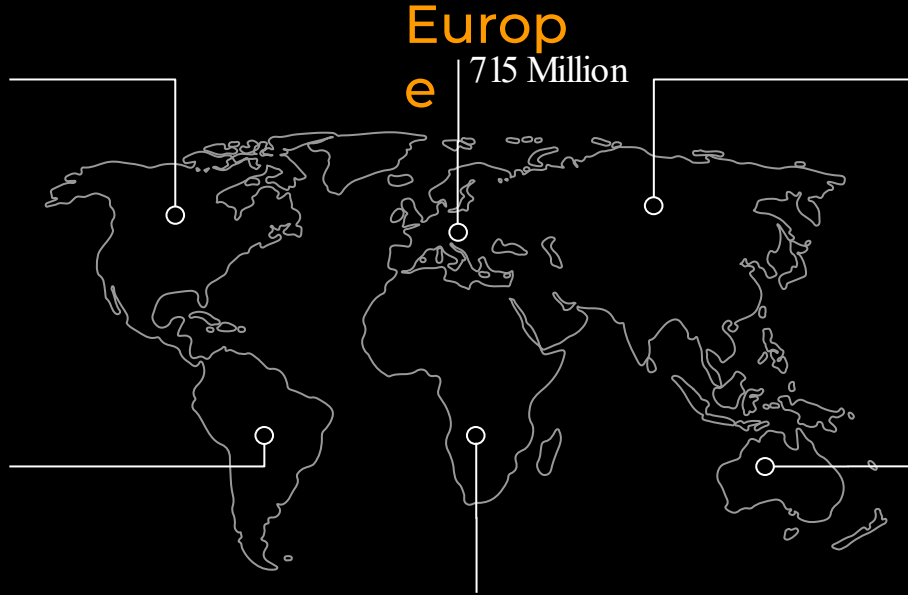
Asia
1.5 Billion

**Latin
America**
420 Million

Oceanic
32 Million

Africa
312 Million

The **GGC**



ACCESSING THIS TALENT POOL

5 things companies can start
doing **TODAY**



01

Clearly Define a Purposeful Objective

People thrive most in environments that deliver opportunities to work towards objectives that match their value system. In the gaming world, games with the most **fiercely loyal** followings deliver clearly defined **purposeful** gameplay objectives. Companies that follow that same example of clearly defining purposeful objectives in their business models will successfully access that same **loyalty**.



02 Adopt a “Bottom Up” Development System.

Gamedevelopers learned early on that the long term success of a game comes from the collective feedback of players. This same “bottom up” development system can leverage your employee’s collective creativity. It will generate relevant solutions to company challenges while delivering real-time competitive advantage in the marketplace.



03 Minimize **Barriers** to Entry

Fundamental to the enjoyment and player's success in gaming culture is minimizing skill and cost based barriers to entry. Skill development happens **in-game** as players learn, develop skills and thrive over time. Companies can replicate this success by creating **in-house** training / "earn while you learn" development programs.

Doing so **maximizes reach** to next gen workforce talent, develops skills customized to your company, and builds lasting fierce loyalty.



04 Implement Digital Gamification

Digital gamification implemented correctly, fosters employee **engagement**, reduces turnover, creates **team building** and increased **awareness** of company **objectives**.

It aligns with the different **motivational** and **behavioral** patterns of the **GGC** style of learning and skill development.



05

Review, Revise, Adapt

In this **new reality**, companies need to do a thorough, **comprehensive** and **objective** review of their culture, leadership, skills development processes, mentoring and onboarding. And, they need to determine if their current HR policies align with the new reality of the **next gen** workforce.



The Partnership

Anthropont
The Human Bridge

A Global Human Resources Consultancy

Dave Warnick - Founder of **Anthropont**, has over 30 years of global executive HR experience working with multinational manufacturing and energy companies. His expertise includes organization design, employee value propositions, talent pipeline development, next generation talent programs including graduates and apprenticeships, executive coaching, executive leadership team effectiveness, cultural transformation, global policy compensation and benefits alignment, HR delivery models, mergers, acquisitions and integrations as well as strategy alignment.

Dave works with higher education institutions in educating and developing next generation talent. He also serves as a board advisor.

iinplay
SETTING SOULS ON FIRE

A Global Gaming Culture Consultancy

Rob Davis - Founder of **iinplay** brings 28 years of technology and gaming culture business ownership and consulting experience with a focus on brand strategy and marketing execution. Known online as **Street TacoEater**, Rob is deeply connected to the global gaming community through his daily livestreams, social media content, skill development work and inclusivity awareness efforts.

Rob is also the founder of the global gaming nonprofit **The Nine2 Ninety2 Foundation** a global nonprofit focused on **mental health** and emotional wellbeing. He is leveraging his global gaming community connections to provide a **Place to Belong, People to Connect with, Skills to Develop**, powered by **Kindness**. to provide a practical resource for those struggling with the devastating challenges of mental health.

NINE2
Saving Lives Through Gaming
NINETY2

iinplay.com



9 Skills the Gaming Generation Culture brings to the workforce

by **GEICO**



1. Video games can improve manual dexterity.

“Controller-based games can be great for your hands. In a study involving a group of surgeons, researchers found that those who played video games were faster at performing advanced procedures and made 37 percent fewer mistakes than those who didn’t.”



2. Video games can increase your brain's gray matter.

“Gaming is really a workout for your mind disguised as fun. Studies have shown that playing video games regularly may increase gray matter in the brain and boost brain connectivity. (Gray matter is associated with muscle control, memories, perception, and spatial navigation.)”



3. Gamers may have better social skills.

“The stereotype of a shy person who uses video games as a way to escape is not what the average gamer looks like. Past research involving children found that those who played more video games were more likely to have good social skills, perform better academically, and to have built better relationships with other students because of the social and collaborative component to some types of games.”



4. Better problem solving.

“Open-world, mission-based, and multi-level games are designed like complex puzzles that take several hours to solve. Occasionally, the solution varies based on your actions in the game. Learning to think on your feet and strategize in a fast-paced fantasy environment is a skill that can translate to the real world.”



5. Gamers will become more physically active.

“Most major consoles now have the technology to get gamers off of the couch and onto their feet. The future of VR gaming will take things to a whole new level. Mobile game programmers have also started to create games that are played across physical space, building them around real-world location data and inspiring gamers to relocate in order to advance in the virtual world.”



6. Video games can improve your vision.

“In one study, 10 male students who were not gamers were trained for 30 hours in first-person action games and then tested against 10 non-gamers. The students who played were able to see objects more clearly in cluttered spaces because of improved spatial resolution. They were able to train their brains to see smaller details, because in each game, those details turned out to be important.”



7. Video games can have mental health benefits.

“Studies have shown that some video games can boost mood and make for better heart rhythms—a sign that they may also help relieve stress. The correlation (not causality) between video games and stress has been reflected in numerous unrelated studies, which is why video games have been used in therapy for over a decade.”



8. They're a fun way to get tricked into learning.

“There are videos games on just about everything. Early on, developers realized that video games could be used to improve reading and math skills. Today, there are games that incorporate world history, cooking, politics, chemistry, architecture, and other topics you may not have been exposed to in school.”



9. Video games can inspire you to be more persistent.

“With video games you either win or you keep trying, learning from your mistakes as you progress until you reach the goal. Because of this, some researchers and educators argue that video games can teach people to be more confident and to work towards their goals, treating each misstep as just another learning opportunity.”

