

VIDEO GAMES AND EMPLOYEE ENGAGEMENT

Department:

English Language and Literature

Program:

PhD

Project type:

Industry Collaboration

Project funded by:

Mitacs, ODScore

Project co-researchers:

Dr. Neil Randall, English Language and Literature, Faculty Supervisor



BETSY BREY

Brey worked with Ontario organizational development consulting firm ODScore via Mitacs to engage employees at work using the narrative principles of video games.

ODScore approached the University of Waterloo's Games Institute for assistance in developing a service for organizational changes. Brey's unique expertise in communications, engagement, and narrative assisted the company with developing human and narrative centred processes that could be implemented during times of change.

Brey uncovered how employees react during organizational change, focusing on employees' personal narratives of optimism and empowerment. She made connections between narrative, employee motivation, and engagement and found that incorporating her findings around narrative could help to sustain engagement in the long term.

Betsy's work has been incorporated into ODScore's consulting services and has informed a new program that ODScore offers its clients. The research partnership between The Games Institute, Mitacs and ODScore offered Brey an opportunity to mobilize her research skills in an industry context.

Interesting fact: During an initial meeting, Executive Director Dr. Neil Randall convinced Christy Pettit, CEO of ODScore that they should look to humanities researchers, instead of just new software, to better engage employees.