

World of Warcraft

Entraining and Emotive
Meaning creating thru multi authored, narrative.



on a quest

remix, sharing, persistent & accretive unlike interactive TV

The Skills of a Guild Master

- ◇ Creates a vision and a set of values that attracts...
- ◇ Finds, evaluates and then recruits players that have a set of diverse skills and with fit with your norms.
- ◇ Creates a platform for apprenticeship – newbies
- ◇ Orchestrates group strategy and governance
- ◇ Creates, sells and adheres to the governance principles for the guild and adjudicates disputes.



Wow – aren't these the fundamentals of leadership.