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.