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Drive deep engagement from the ground up Game Thinking is a proven innovation system based on techniques from hit games. By working on genre-defining games like The Sims, Rock Band, and Ultima Online, Game Thinking pioneer Amy Jo Kim learned that customers stick with products that help them get better at something they care about.

Home - Game Thinking

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Game Thinking, Explained - LinkedIn

Design coaching to accelerate innovation Do you want to find product/market fit and drive lasting engagement? We've helped thousands of entrepreneurs innovate smarter with Game Thinking, and we'd love to help you too. Whether you're just starting out or well into development, we have a program that's right for you.

Home - Amy Jo Kim

That's why I was eager to chat with Amy Jo Kim, who has written an excellent book, Game Thinking: Innovate smarter & drive deep engagement with design techniques from hit games. "Game thinking is the art and science of engaging your customers on the path to mastery."

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## ELC 053: Creating Long-term Engagement with Game Thinking

Learn how to drive deep engagement & super-charge your innovation process with 5 steps to finding product/market fit

Shanghai Keynote: Innovate smarter with Game Thinking

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