



[2007, Volume 10, Issue 4](#)

Fun Works: Creating Places Where People Love to Work

By Leslie Yerkes
Berret-Koehler Publishers, 2007 (2nd edition)

Recommended by Danielle L. Scott, Associate Editor

What can you say about a book emphatically titled, *Fun Works*? For one, thankfully, it was a fun and easy read. If not I would have lost confidence in its message. Secondly, it successfully makes the business argument for integrating fun into the workplace. Thirdly, it provides practical advice on exactly how organizations can do so.

According to author Leslie Yerkes, there are 11 "Fun/Work Fusion Principles," which, when applied, will "unleash creativity, foster good morale, and promote individual effectiveness." Without giving away the entire book, a few of these principles are: Giving Permission to Perform, Challenging Your Bias, and Capitalizing on the Spontaneous.

Yerkes allots a short two-page chapter to each principle and provides real-life case studies of successful "fun" companies such as Pike Place Fish, Blackboard Inc., and One Prudential Exchange to illustrate her points.

In this expanded second edition of *Fun Works* (first published in 2000) Yerkes follows up on each company profiled to see how each one has progressed and if the fun/work fusion principles are still effective six years later. The unanimous conclusion was, unsurprisingly, yes. For example, human resource information management firm Employease, which was recently purchased by ADP, had an astonishing 95 percent employee retention rate.

Fun Works inspires managers to let go of the erroneous mindset that work and fun are mutually exclusive by showing just how productive fun can be. The final chapter of the book challenges readers to assess where they stand on each of the 11 principles and to spend the next 90 days working to improve their scores. I personally challenge you to read this book and consider how fun can positively impact your organization.

This review was first published in the Graziadio Business Report, 2007, Volume 10, Issue 4.

View it online at <http://gbr.pepperdine.edu/074/books.html#fun>

The *Graziadio Business Report* is an online journal that delivers relevant business information and analysis for business, government, and non-profit managers. Learn more at <http://gbr.pepperdine.edu/>