

# MAKING FUN STRATEGIC

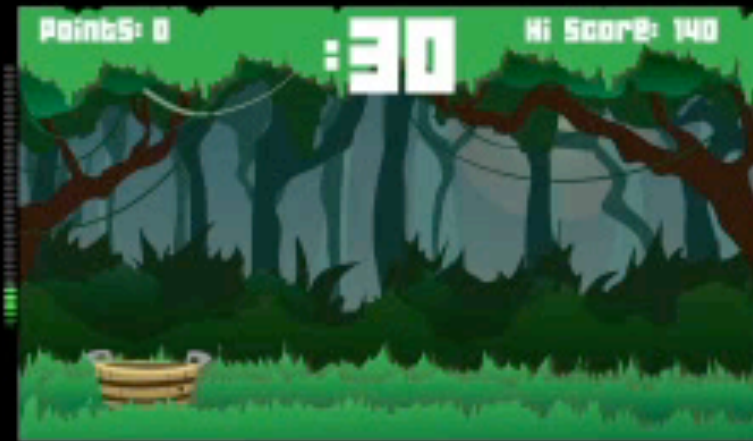
**Brian & Brad Sitton**

[www.CrowdControlGames.com](http://www.CrowdControlGames.com)



THE ORANGE CONFERENCE





**FRUIT BASKET**  
\$25



**DODGER**  
\$25



**FLAPPY CROWD**  
\$25



**PIGSKIN PURSUIT**  
\$25



**1 ARM, 2 ARM, NONE**  
\$25



**ROAD RACE** \$25



**WHACK-EM** \$25



**GAMES FOR YOUR NEXT EVENT**



**THE FEUD**  
\$45



**THE BIG PYRAMID**  
\$45



**SAY WHAT** \$25



**WILL OF 4 CHIN**  
\$25



**CROWD  
SCAVENGER HUNT**  
\$25



**JEOPARDY**  
\$35




**GAMESHOW  
SCOREBOARD** \$25





# FUN

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**FUN =  $\frac{e + E}{t}$**



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**energy** : focused attention

STAGE  
energy

>

NEIGHBOR  
energy





**energy** : focused attention

Direct the **EYES** and  
the **MINDS** will follow



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**energy** : focused attention

- This can be learned.
- This is the host's job!!
- Where is everyone looking?



**energy** : focused attention



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**energy** : focused attention

**HOW:**

- Smile more, keep it moving, eye contact
- You have to **EARN** their attention...  
work for it!
- Be **exciting.. be happy and upbeat**



**FUN =  $\frac{e + E}{t}$**



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**ENGAGEMENT**: interactive attention

$$\text{FUN} = \frac{e + E}{t}$$



**ENGAGEMENT** : interactive attention



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**ENGAGEMENT**: interactive attention

**Surprise**

**Wonder**

**Competition**

**Tension**



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# ENGAGEMENT: interactive attention

**Surprise** = WOW!

**Wonder**

**Competition**

**Tension**







**ENGAGEMENT** : interactive attention

**Surprise** = WOW!

**Wonder** = HOW?

**Competition**

**Tension**



**ENGAGEMENT** : interactive attention

**Surprise** = WOW!

**Wonder** = HOW?

**Competition** = WIN!

**Tension**



# ENGAGEMENT: interactive attention

**Surprise** = WOW!

**Wonder** = HOW?

**Competition** = WIN!

**Tension** = WHEN?



# ENGAGEMENT: interactive attention

**Surprise** = WOW!

**Wonder** = HOW?

**Competition** = WIN!

**Tension** = WHEN?

**Beat  
The  
Clock**



**FUN =  $\frac{e + E}{t}$**



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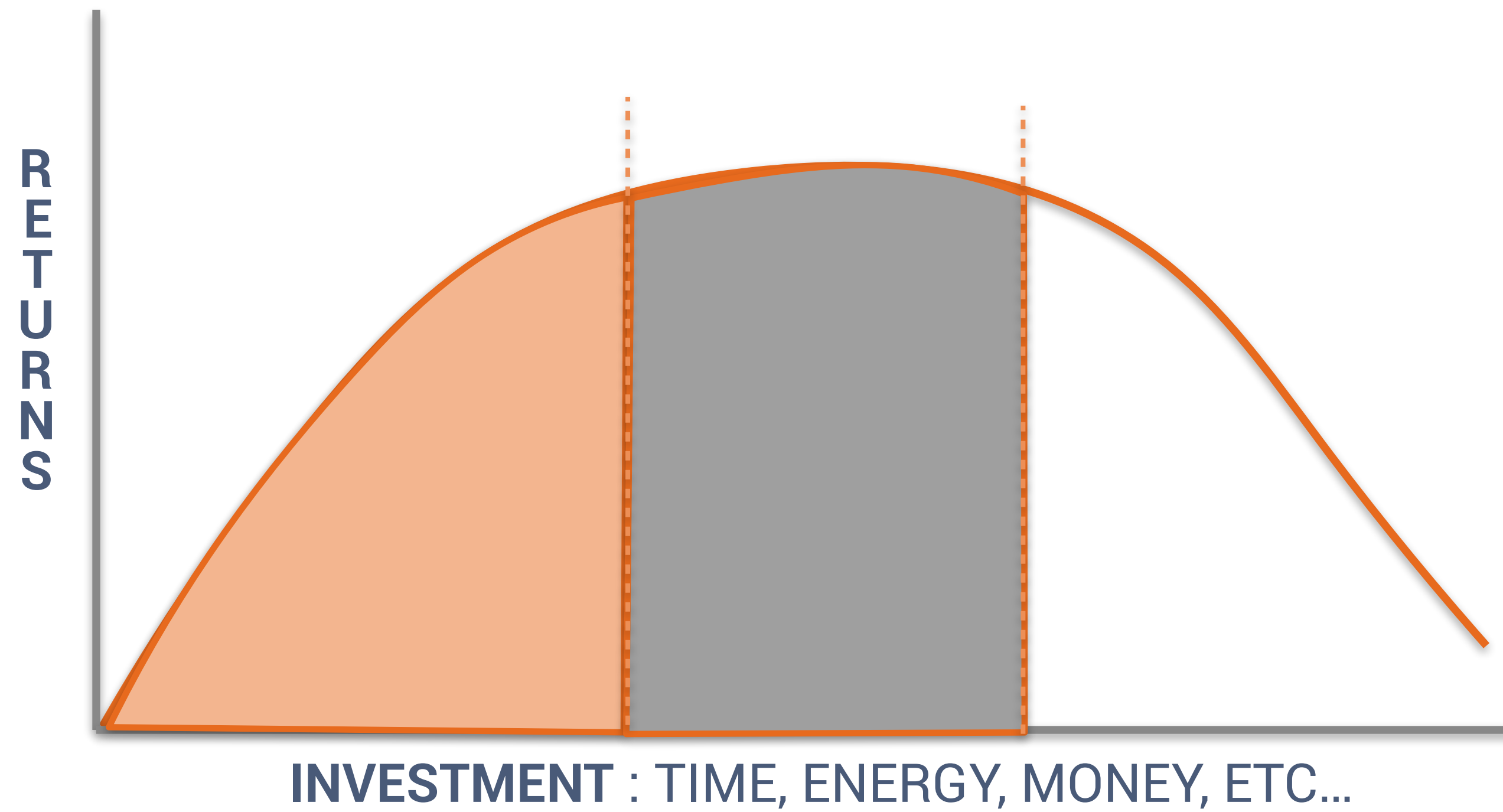





$$\text{FUN} = \frac{e + E}{t}$$

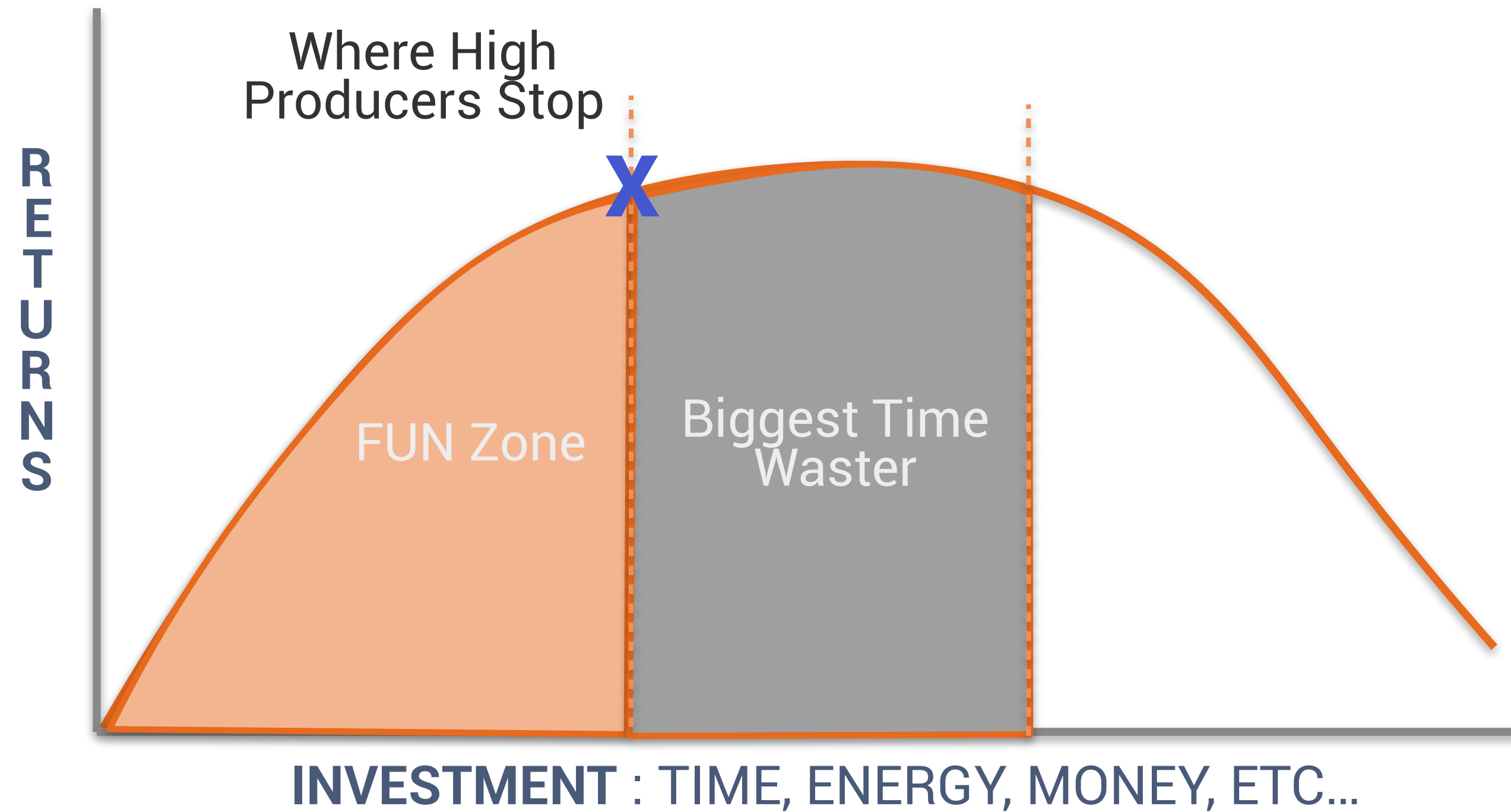
**time** : attention optimization

# time : attention optimization



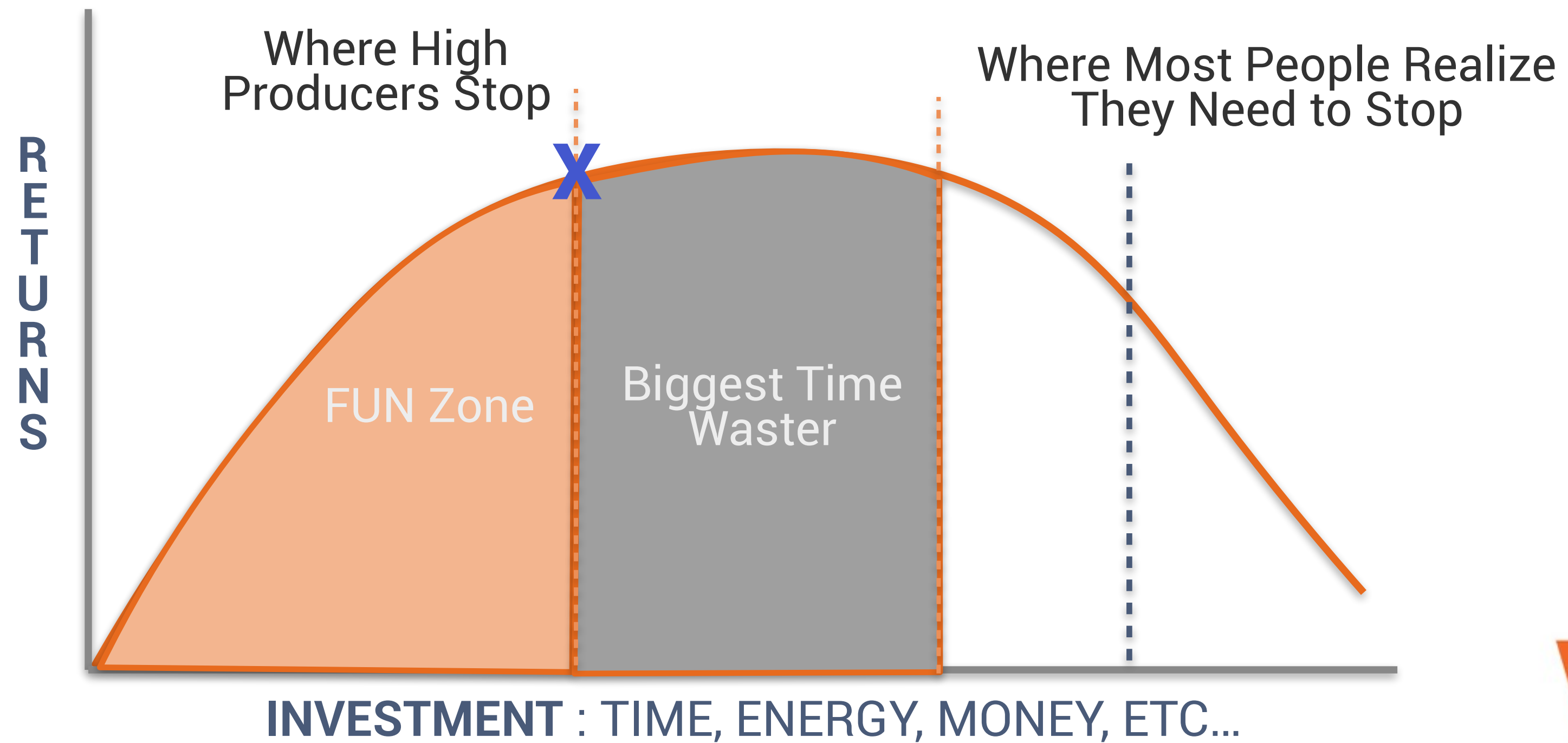
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# time : attention optimization





# time : attention optimization





60  
triangles



600  
triangles




6000  
triangles



60000  
triangles

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**FUN =  $\frac{e + E}{t}$**



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$$\text{FUN} = \frac{\text{energy} + \text{ENGAGEMENT}}{\text{time}}$$



FOCUSED ATTENTION  
- Direct the Eyes

$$\text{FUN} = \frac{\text{energy} + \text{ENGAGEMENT}}{\text{time}}$$



INTERACTIVE ATTENTION  
- Engage the Mind

$$\text{FUN} = \frac{\text{energy} + \text{ENGAGEMENT}}{\text{time}}$$





**FUN** = **e**nergy + **E**NGAGEMENT

**time**


ATTENTION OPTIMIZATION  
- Find the “sweet spot”



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$$\text{FUN} = \frac{\text{energy} + \text{ENGAGEMENT}}{\text{time}}$$




**FUN =  $\frac{e + E}{t}$**



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$$\text{FUN} = \frac{e + E}{t}$$

**RESULTS**  
FUN IS A MULTIPLIER



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# RESULTS

# FUN IS A MULTIPLIER





**RESULTS**

**FUN IS A MULTIPLIER**

**CONNECTIONS**

**-Relational**

**RETENTION**

**-Educational**





# CONNECTIONS -Relational



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# CONNECTIONS

## -Relational

- Connect with Host (**trusted guide**)
- Connect with Leaders (**partner**)
- Connect with Friends (**teammates**)



# RETENTION -Educational



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# RETENTION

## -Educational

- **Fun motivates** students
- Helps them **pay attention** and **stay focused**
- Fun increases **Confidence**, and **Curiosity**
- Fun is the Brain's "Save" button



# Strategy VS Culture

*“Culture eats strategy for Breakfast” - Peter Drucker*

- Create a culture of FUN by having fun with your people.
- Focus your Energy on them
- Engage with them
- Spend time with them.



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