

# who you are MATTERS!®

## Facilitator's Guide



# Welcome to who you are MATTERS!®

In a highly interactive group discovery experience, *Who You Are Matters!* sparks meaningful conversations and commitments to explore Possibilities. Participants create a personalized Career Statement, generate specific Possibilities to explore, and receive feedback to help take inspired actions.

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# How to use this Facilitator’s Guide and accompanying Online Learning Program

The step-by-step instructions in this Facilitator’s Guide help you facilitate *Who You Are Matters!* groups from 4 or 5 players to hundreds, across varying and diverse populations.

Find the Online Learning Program including this Facilitator’s Guide at **OneLifeTools.com/learning-program**. Choose the support that best fits with your learning style. Use either this Facilitator’s Guide or the Online Learning Program, or both!

Set up your *Who You Are Matters!* game following the “Game Set Up” instructions in your Guidebook. With the game set up and a Guidebook in front of you, read through the entire Facilitator’s Guide on your own, before leading a group.

We recommend that you facilitate a practice game with friends or co-workers before facilitating your first ‘live’ game session. If you have co-workers who have already facilitated the game, it can help your confidence and learning to co-facilitate your first one or two game plays.

When facilitating, follow the instructions step-by-step. Use the Timing Guide to help you learn how best to adapt to different times.

*Suggested wording for you to say aloud is in light blue italics.*

You will eventually find your own ‘voice’ and soon facilitate without notes. For your first few facilitations, you may keep this Facilitator’s Guide in hand.

## Expected Game-play Outcomes

By playing *Who You Are Matters!* participants will:

- Create a personalized and prioritized Career Statement
- ‘Own’ their Career Statement by reading it aloud
- Give & receive useful peer feedback and supportive encouragement
- Have strengthened their voice, with new, professional vocabulary
- Identify 1 ‘inspired action’ and be accountable to explore a specific Possibility generated in the game.

## Game Play Preparation

Ensure you have enough Guidebooks for your group. To order more, contact OneLifeTools toll-free at 1.888.990.7360, or [service@onelifetools.com](mailto:service@onelifetools.com)

If relevant, print stickers to place on Guidebook Page 8 with your follow-up contact info.

Game set-up: Place 1 Gameboard on each table. On Gameboard, place 1 Firekeeper’s Stick, 1 Game Piece on Desires dot, 6 sets of Element Cards, and Possibilities Cards. Place a bag of 6 Tokens for each player. Tuck Guidebooks, 1 per player, under corner of Gameboard.

Optional: Have quiet music playing as participants arrive. Turn off music for your Pre-game talk, then turn on again after 'Game On.' Music fills silence when players are writing, and eases self-consciousness as players begin speaking.

Seating: It is recommended to have friend groups, couples, and colleagues separate (if possible). You can assign seats in advance using name cards. Or, number the tables then have participants count-off up to the maximum number of tables upon arrival. Have your own completed Career Statement to read aloud.

## Game Play Opening

1. *Warm welcome to you all! Thank you for coming to the Who You Are Matters! guided discovery experience.*
2. Facilitator self-introduction
3. Optional: If you will offer follow-up service to game players, you can say:

*We will be offering ways to continue what you began today, post-game.*

4. *Today's agenda is simple! Pre-game. GAME ON. Post-game.*

## Pre-game: Guidebook Page 1

5. *Starting now with pre-game: To guide today's experience, please find your Guidebook under a corner of the game board. Please write your name in the white box on Page 1.*
6. Facilitator reads aloud Page 1. Emphasize the appropriate use of the circled word, Career, depending on your audience. See "Facilitating *Who You Are Matters!* for different groups."

**Who You Are Matters!** sparks meaningful conversations and commitments to explore **Possibilities**

Create a personalized **Career Statement**, generate specific **Possibilities** to explore, and receive feedback to help you take inspired actions.

**It's not just a game, it's your life!**

## Pre-game: Guidebook Page 2

7. *Open to Page 2. I'd like to introduce you to a metaphor for what happens in this game. Sometimes people feel like all the ideas they have about themselves, their strengths, their possibilities, other people's opinions are running around in their heads like wild horses. Today we'll corral the wild horses. We'll gather and organize elements from your stories to get what matters.*

8. Can I have a volunteer please read the 1st paragraph at the top of Page 2?

Volunteer reads Page 2 first paragraph:

*Like corralling wild horses, storytelling and story listening help you clarify and organize your thoughts.*

*The game helps you consider **Desires**, **Strengths**, **Personal Qualities**, **Natural Interests**, **Assets**, and the influences of **Other People**.  
Feedback moves you forward with clarity, confidence, and a stronger **VOICE**:*

9. Can I have another volunteer please read VOICE acronym.

**Vocabulary** – personal and professional language to explore new possibilities, within crucial conversations, resumes, interviews and LinkedIn,

**Openness** to feedback and insights from your stories,

**Identity** – a short statement of **who you are** (which **matters!**), to guide a lifetime of transitions,

**Clue attractors** – watch for positive clues so you can commit to inspired actions and welcome opportunities,

**Engagement** in life **Clarification** within today's game, and *Intentional Exploration*, post-game, on Pages 7 and 8.

*Thank you. This last point about Clarification and Intentional Exploration is a quick overview of our transition model.*

10. *Before moving on to game play logistics, I'd like to ask you to check in with yourself, and how you're feeling right now. You may be nervous, or excited or anything in between. I myself am feeling \_\_\_\_\_.*

*To help you be fully present in today's experience, please take a moment to circle all the terms that apply to you.*

## Pre-game: Guidebook Page 3

11. Look at the top of Page 3 for an overview of the game. Today's discovery experience is in two parts. In Part 1 you GATHER & ORGANIZE what matters to you by using Element Cards to tell stories. The 6 elements are:

- Sparks are your Desires, what you want more of, and Natural Interests.
- Tools shown with the saw, are Strengths which are skills and knowledge you want to use, and Assets which are your experiences and credentials.
- Fuel shown as a wood pile, are Personal Qualities, and the influences of Other People.

Together, **Tools plus Fuel plus Sparks equals FIRE**. See on Page 3 and on Gameboard, the fire. It's the central metaphor in this game. It's like sitting around the campfire or fireplace having a good conversation.

12. After Part 1, we'll have a short break. Ideally if you need to break or go to the bathroom, you do so at that time.

13. In Part 2, you use the Stars on the board, the Star Cards and Possibilities Cards to GENERATE possibilities, prioritize and OWN your Career Statement and receive FEEDBACK. I will give clearer instructions when we get to Part 2.

14. Every fire needs a firekeeper. Who will be our first Firekeeper?

See **Let's Get Started**

*Whose birthday is closest to today?*

15. Firekeepers, please pick up the Firekeeper's Stick! Please hold them up so I can see who the Firekeepers are. The Firekeeper's Stick serves 2 purposes. 1, players only share aloud when holding the stick, and 2, its contents serve as a timer, approximately 30 seconds.

16. Also, notice you have tokens, or stones, in front of you. We'll use these tokens today to help everyone listen, and be appreciated. You'll learn how in a few minutes.

17. Let's do the Warm-up on Page 3

Read aloud **Warm-up** verbatim.

Firekeeper, with Firekeeper's Stick in hand, answer these questions:

**What is something you absolutely loved when you were younger?**

**What did you love about it?**

Pass the Firekeeper's Stick to the player at left to finish the round.

*Go ahead and do this now.*

WAIT UNTIL ALL PLAYERS ARE DONE.

18. Read **Intentions** aloud. Or you can ask a Firekeeper to volunteer to read aloud:

*Can I have a Firekeeper volunteer to read aloud Intentions on Page 3?*

- Learn about yourself and others by **respecting** and **listening** to fellow players
- Remind yourself that **Who You Are Matters!** when generating **Possibilities**
- Be **brief** when speaking; go for honesty and authenticity with short examples
- Share what's comfortable; feel free to pass your turn
- Keep confidential all player details
- Smile and have fun!

Emphasize confidentiality with show of hands to signal agreement from all players.

## Pre-game: Guidebook Page 4-5

19. Turn to Pages 4 and 5 and open your Guidebook so both pages are facing you. This is your Career Statement. Notice there is a corresponding space in your Career Statement for each of the Element Cards on the gameboard.

20. Now, look at **Five Easy Steps** to the left of your Career Statement. When the Game Piece lands on a dot, there is always something to DO, something to WRITE, something to SAY, and something to GIVE.

21. I'm going to walk you through the first dot step by step via **Five Easy Steps** instructions. You will get the hang of it, then you'll continue playing the other 5 dots on your own.

22. Read aloud verbatim Step 1 on Page 4 (**DO**).

### 1. **DO**

**Firekeeper:** Find Game Piece on the colored dot. Pick up corresponding **Element** cards. **Read subheading aloud.** Turn cards over and quickly place each card in the white outlines around the fire.

*Go ahead and do this now.*

WAIT UNTIL ALL GROUPS ARE DONE

23. Read aloud verbatim Step 2 (**WRITE**).

## 2. **WRITE**

**Players:** Read each statement on the 12 cards and ask yourself: **Is this true for me?** **Select 4** of your most important statements. Write **colored keywords only** in the corresponding space on your **Career Statement**.

*For example, if you select, 'I want to help people or society more,' you would only write 'help people or society more,' and not, 'I want to.' Wherever you see the word 'or' you can select one or the other item, or both.*

*Also, you'll notice one card provides a blank for you to fill in your own Desire. For example, I want to have more stability or flexibility.*

*Go ahead and do this now.*

WAIT UNTIL ALL GROUPS ARE DONE

24. Read aloud verbatim Step 3 (**SAY**).

## 3. **SAY**

**Firekeeper:** Say aloud **one** of your **true for me** statements. Say for 15-30 seconds **how and why it's true for you**. Pass Firekeeper's Stick to player at left. Each player takes a turn to finish the round. **Players** listen carefully.

*Let me remind you about your Firekeeper's stick. When I turn it over, it's like an hourglass - it takes about 30 seconds for the glitter and stars to settle. That's your cue to wrap up your storytelling and pass the Firekeeper's Stick to next player.*

*For example, 'I want to \_\_\_\_\_,'  
'This is true for me because... [insert your example]*

Share your 15-30 second story while demonstrating the timer quality of the Firekeeper's Stick.

*Go ahead and do this now.*

WAIT UNTIL ALL GROUPS ARE DONE

25. Read aloud verbatim Step 4 (**GIVE**). Emphasize the 2 purposes of the tokens.

#### 4. **GIVE**

**Firekeeper:** Look at the person whose story you most appreciate. Briefly say, **“I appreciate what you said because...”** Hand a token to them. They place it around the fire.

Pass Firekeeper’s Stick to player at left. Each player takes a turn to finish round. *Remember, tokens help everyone listen, and benefit by expressing and receiving gratitude.*

Look at a player and ask for their name. Hand that player a token, and say

*For example, I might give a token to [name] and say, ‘I appreciate what you said, [name], because it’s so important to help people in the way you spoke about it, and I’m glad you’re doing that work.’*

*Then, [name] would place the token around the fire.*

*Go ahead and do this now.*

WAIT UNTIL ALL GROUPS ARE DONE

26. Read aloud verbatim Step 5 (**PASS & REPEAT**).

#### 5. **PASS & REPEAT**

**Firekeeper:** Collect cards and replace them on their game space. Pass Firekeeper’s Stick to player at left who becomes next Firekeeper.

**Next Firekeeper:** Move game piece to next dot. Repeat these **Five Easy Steps** for all dots.

*Go ahead and do this now.*

WAIT UNTIL ALL GROUPS ARE DONE

27. *Once players have completed the first dot, say:*

*Each dot is played the same way. You’ll repeat the **Five Easy Steps** for the other 5 dots, all the way until Other People. Don’t do Possibilities yet. We’ll have a short break and come back to Possibilities in Part 2*

(OPTIONALLY REPEAT... Ideally, if you need to break or go to the bathroom, you do so at the scheduled break to keep game momentum with your fellow players.)

28. Explain you will be joining groups and playing a dot with them.

29. *Any questions?*

Address questions.

30. **GAME ON!**

## Part 1: Game On

31. You can play a dot with a group; monitor progress; model best behavior with brief storytelling.

32. Monitor time. Use Fast Track on Page 4 if necessary (See Timing Guide below) to bring all tables to same end point of Part 1. Introduce break and end time.

33. At break, ask players to return tokens to their bags and remove token bags from board. Explain that tokens will not be used in Part 2, which cleans up space on the board. Players should also remove last element cards from board.

## Part 2: Guidebook Page 6

34. When all players are back from break, Facilitator says:

*We're now playing Part 2 of Who You Are Matters! Please turn to Page 6.*

35. Read aloud verbatim first 2 paragraphs on Page 6.

Now, we'll be guided by the numbered **Star Cards** to add 3 specific **Possibilities** to complete your **Career Statement**.

The **Star Cards** guide you to read aloud your **Career Statement** and receive **Feedback** on 1 specific **Possibility**. Go to Page 4 - 5 to see what a **Career Statement** looks like.

When you get to "Here's what a Career Statement sounds like..." say,

*Please follow along with me as I read the example Career Statement on Pages 4-5.*

Read aloud the example Career Statement or your own.

36. *You will leave today with your own Career Statement. It is useful because it strengthens your voice and acts as a guide to help you navigate a lifetime of transitions. Parts of it can be used in interviews, resumes, LinkedIn profiles or networking conversations.*

37. *Let's turn back to Page 6. In Part 2, you will be guided by the Star Cards. Here's how to use Star Cards. Follow along with me in the Star Card Directions now, but don't start yet.*

*Read the Star Card Directions.*

### ***Star Card Directions***

**Next Firekeeper:** Move game piece to



Turn over **Star Card** and read aloud clearly

Place card in fire for all to see, and **reread**

Follow instructions **exactly**

38. *To Start Part 2, see the instruction in middle of Page 6.*

Read aloud verbatim:

### **To Start Part 2**

**Next Firekeeper:** Pick up **Possibilities** cards. Turn over and place each card in the white outlines around the fire. Then, follow ***Star Card Directions***.

**Help each other with instructions.**

39. *Note that the Star Cards will also guide you to give and receive Feedback for 1 Possibility. The Star Cards will guide you to use the red prompts you see on the bottom of Page 6.*

40. *Part 2 of the game ends on Star Card 7. Some of your tables will be faster than others. We've created a 'Bonus' card. Faster tables will play the bonus card until the facilitator calls time. Don't worry if you don't get to the bonus, I'll bring all groups together at end, and you won't miss anything!*

41. *What questions do you have?*

Facilitator responds to questions. Then say...

*Part 2: Game On!*

42. Hand out Inspired Action cards to each table during Part 2, one card per player.

## **Part 2: Game On**

43. Monitor time. ALL GROUPS MUST BE FINISHED STAR CARD 7 BEFORE YOU CALL TIME.  
(See "Timing Guide")

44. When last table has finished Star Card 7, end Part 2:

*Thank you for playing Part 2 of Who You Are Matters! I'd now like to spark some final discoveries before we wrap up.*

## Post-game: Spark Final Discoveries & Page 7

45. Start 'sparking final discoveries' by bringing all groups together and facilitating learning from each group using two separate questions shown on top right of Page 7.

*What can you share about your group experience? How have other players encouraged you? One person per table please.*

Use what you hear as prompts to support learning.

46. *How are you feeling now compared to how you felt when you arrived, when you circled words on Page 2?*

Again, use what you hear as prompts to support learning.

47. *Let's turn to page 7.*

Read the first 2 paragraphs:

During the game your **Career Statement** strengthened your **VOICE** (Page 2). Post-game, share your **Career Statement** with someone, and re-read it often. But don't feel pressured to make decisions yet!

Start your **Intentional Exploration** toward **Well-informed Choices** post-game on your own, or with the help of others.

48. *Notice the 2 wheels of the bike, which shows the 2 processes for making Well-Informed Choices. Clarification is the back wheel, that's where the power is. Clarification began in today's game. Intentional Exploration, the front wheel, is a cycle of watching for Clues, taking Inspired Action and Welcoming Opportunities.*

*Follow along with the example. Watching for Clues means paying profound attention to the world within you and beyond, for clues related to what you want, to your Career Statement. They can be internal clues like feelings. They can be external clues like feedback in today's game, or recommendations from friends.*

*When you notice positive clues, inspired action is your reward. You get to take action, and it's this inspired action that moves you forward.*

*There are 3 ways to take Inspired Action. It can be on your own like researching new careers. It can be 1 on 1 by doing 'field research'. And it can be active engagement in the community, like volunteering, taking courses and attending events.*

*When you take Inspired Action, opportunities open up. Welcome them! Sometimes they're exactly what you have been expecting, and sometimes you will want to pivot or adapt your exploration to embrace new opportunities.*

*OPTIONAL: Read example in Intentional Exploration cycle.*

*What questions do you have about Intentional Exploration?*

49. *Begin your Intentional Exploration right away by naming an inspired action for one of your Possibilities. Write this inspired action in the Inspired Action Cards I've handed out.*

*Just write the inspired action for now. After we wrap up I'll ask you to find an Accountability – or Capability – Partner and exchange contact info, and to name a date by which you'll do it. Please write your Inspired Action now.*

Give group 30 seconds to a minute to write one Inspired Action. Suggest that participants share some Inspired Actions aloud. Or, simply ask people to raise their hands if they indeed plan to do their Inspired Action.

## Post-game: Guidebook Page 8

50. *Please turn to page 8.*

Read aloud first 'card.'

Bring to life your **Career Statement** by accessing a coach, advisor or counselor.

Employees, use your **Career Statement** to support career conversations and coaching with your manager.

51. *To support your Intentional Exploration, you can build an Exploration Plan for each of your Possibilities in the table provided at the bottom of Page 8.*

52. *Download free resources from [OneLifeTools.com/resources](http://OneLifeTools.com/resources). You will find our Field Research guide there.*

53. *Also, be inspired by hundreds of real career stories from the Career Buzz radio show and podcast, hosted by Mark Franklin, one of the Who You Are Matters! co-authors.*

54. **OPTIONAL.** If you have affixed sticker with specific contact information explain how players may access services.

55. **OPTIONAL.** Make offer to connect game players to career services (if relevant). See 'Facilitating *Who You Are Matters!* for different groups.'

56. *Before you leave, let me remind you to find your accountability – or capability – partner and complete your Inspired Action cards. Your partner can be anyone in the room today, or within your network.*

57. *Thank you for playing the Who You Are Matters! game. We're glad you played today.*

58. **OPTIONAL.** *Please complete the very brief game experience evaluation survey.*

## Timing Guide

**Approximate Timing** for 2:45 hour regular session includes 10 mins grace for arrivals/mingling, for example, which a private practitioner may offer as 6.15-9pm program.

Also shown is a 2 hour more concise session, for example, which a college or university career center may offer, 10-noon. You can adapt to different timings.

<b>Regular:</b> 2 hours 45 mins. <i>[Example, 6:15 – 9:00 pm]</i>	<b>Concise:</b> 2 hours. Ideally 4 players per table <i>[Example, 10:00am – noon]</i>
<b>0:00</b> <i>[e.g. 6:15 pm]</i> Arrive and mingle	[In this concise scenario, game players have arrived sharp at start time. No mix and mingle.]
<b>0:10</b> <i>[6:25pm]</i> Start facilitation	<b>0:00</b> <i>[10:00am]</i> Start facilitation
<b>0:40</b> <i>[6:55pm]</i> Part 1: Game On	<b>0:30</b> <i>[10:30am]</i> Part 1: Game On
<b>1:30</b> <i>[7:45pm]</i> Break, 15 mins. *Fast Track if necessary for slowest groups making their break only 10 mins	<b>1:10</b> <i>[11:10am]</i> Fast Track & Break Fast Track takes 5 mins., leading into break of 5 mins. (NOTE: shorter break by 5 mins than Regular)
<b>1:45</b> <i>[8:00pm]</i> Part 2: Future Telling part of game	<b>1:20</b> <i>[11:20am]</i> Part 2: Future Telling part of game (NOTE: 15 mins less than Regular for Part 2, do-able with 4 per table)
<b>2:30</b> <i>[8:45pm]</i> Facilitator sparks final discoveries, intro to Online Storyteller and make offer	<b>1:50</b> <i>[11:30am]</i> Facilitator sparks final discoveries, intro to Online Storyteller and make offer (NOTE: 5 mins less than Regular for final discoveries)
<b>2:45</b> <i>[9:00pm]</i> Wrap up	<b>2:00</b> <i>[12:00pm]</i> Wrap up

## Facilitating *Who You Are Matters!* for different groups

*Who You Are Matters!* is a versatile tool to use with different groups and populations. Find your application below to learn how to provide context for the game experience, Facilitation **Tips**, and **Resources** from OneLifeTools.

### 1. For HR professionals and business, industry and organizational applications.

You can position *Who You Are Matters!* as a teambuilding activity for intact teams. You can also frame it as a 'trust building' activity as it helps individuals understand the humanity of peers through storytelling and storylistening. Trust, in turn, leads to productivity improvement.

**Tip** Emphasize to organizational game players the focus of the game is on internal career management and mobility. Even in 'flat' organizations with little opportunity for internal mobility, the game can help players generate Possibilities such as volunteering and professional development that can be enriching and valuable for future opportunities.

**Tip** At the end of an organizational game play, you can ask teams to create a 'Team Statement' that includes a few items within each Element of their Career Statements, (i.e. Strengths, Personal Qualities, etc.) Teams can then read aloud their Team Career Statement.

**Resources** Contact OneLifeTools for **Organizational Expansion Pack** which includes a different set of Possibilities cards more appropriate for workplace use, and a Team Statement template with instructions for use.

**Resources** A more concise game version is available for larger groups with up to 8 players per table. Contact OneLifeTools to explore.

**Resources** Contact OneLifeTools for site licensing information for the Online Storyteller and for Narrative Assessment Certification training.

### 2. For universities and colleges.

Many *Who You Are Matters!* Facilitators use the game in post-secondary education. It can be used in career and employment centers, student residences, fraternities, sororities, student clubs, and classrooms.

**Tip** The Facilitation Guide is adapted with this population in mind, so you can feel confident using it for post-secondary audiences.

**Tip** Make offer to students about follow up individual career services (if relevant). E.g. Schedule a debrief session within the next 2 weeks and win a branded tote bag.

**Resources** Contact OneLifeTools for site licensing information for the Online Storyteller. For example, you may want to have all incoming students receive access to the Online Storyteller.

### 3. For high schools.

*Who You Are Matters!* is suitable for all grades in high school, and fits especially well in 10<sup>th</sup> and 11<sup>th</sup> and 12<sup>th</sup> grades. It may be used in regular class time, or for special events and clubs. Teachers and school counselors may facilitate the game integrated into their curriculum.

**Tip** Make offer to students about follow up individual services (if relevant). E.g. Schedule a debrief session within the next 2 weeks and I can help you use your Career Statement to make an academic and career plan.

**Tip** Consider holding an event with parents. Parents playing together with their sons and daughters can be a powerful experience.

**Resources** Contact OneLifeTools for **High School Expansion Pack** which includes a different set of age-appropriate Possibilities cards.

**Resources** Contact OneLifeTools for site licensing information for the Online Storyteller and for Narrative Assessment Certification training.

### 4. For career and employment centers.

Use *Who You Are Matters!* to attract new clients and to offer career clarification programs to existing clients. Training staff in Facilitation and in Narrative Assessment Certification provides much desired professional development. Invite funders and administrators to game plays to show them how new narrative tools can support clients and lead to substantive outcomes.

**Tip** Open your session by inviting participants to think beyond the immediate job search. You can share with them our definition of career as “the full expression of who you are and how you want to be in the world. And, it keeps on expanding as it naturally goes through cycles of stability and change.” Ask participants for their reactions to this definition.

**Tip** Make offer to players about follow up individual career services (if relevant). E.g. Schedule a debrief session within the next 2 weeks and win a branded tote bag.

**Resources** Contact OneLifeTools for site licensing information for the Online Storyteller and for Narrative Assessment Certification training.

### 5. For alumni and professional associations.

Use *Who You Are Matters!* to attract new members and to offer value-added services to member benefits. Invite funders and administrators to game plays to show them how new narrative tools can support members and can be offered in their workplaces.

**Tip** Facilitators may negotiate follow up career management services to members at a preferred rate.

**Resources** Contact OneLifeTools for site licensing information for the Online Storyteller and for Narrative Assessment Certification training.

## 6. For groups aged 50+ and retirement/redirection applications.

*Who You Are Matters!* is a good fit for groups aged 50+ players whether a mixed group, or a by-invitation internal group.

**Tip** Open your session by inviting participants to reframe the word “career” that we use in the game. Share with them our definition of career as “the full expression of who you are and how you want to be in the world. And, it keeps on expanding as it naturally goes through cycles of stability and change.” Ask participants for their reactions to this definition.

**Tip** Facilitators may negotiate follow up career management services to game players at a preferred rate.

## 7. For solo practitioners.

Use *Who You Are Matters!* to attract new clients and to offer career clarification programs to existing clients.

**Tip** Make offer to players about follow up individual career services (if relevant). E.g. Schedule a debrief session within the next 2 weeks and save \$35.

**Resources** Contact OneLifeTools for upgrade licensing information for the Online Storyteller and for Narrative Assessment Certification training.

## Acknowledgments

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