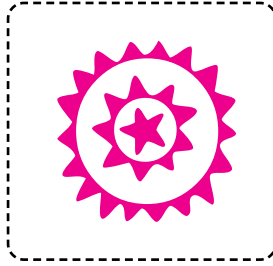


ROLE PLAY



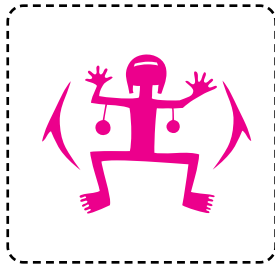
PUZZLES



COLLECTING



STORYTELLING



WRESTLING



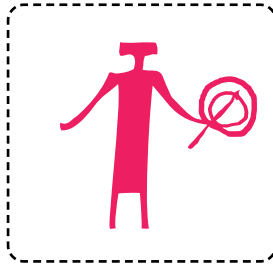
RISK-REWARD



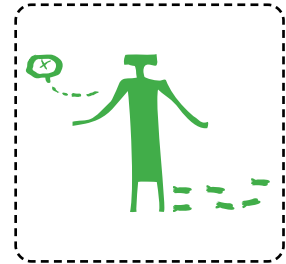
NURTURING



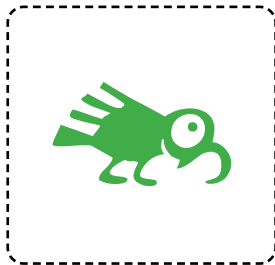
ART



EXPLORATION



HUMOR



DANCING



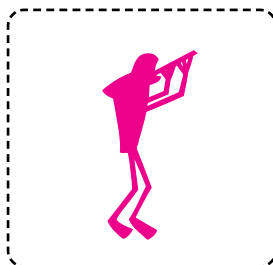
STRUCTURED  
GAMES



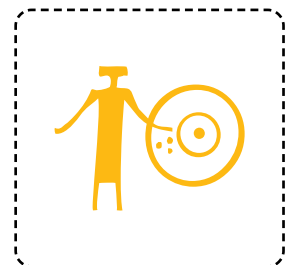
BUILDING



MUSIC



CREATE GAMES



# 15 BASIC TYPES OF PLAY



**These healthy (and ageless) activities are universal across economic strata, culture, geography, and gender. Not only does every child at one point or another test each type, but each type presents a survival advantage, which means it has been with us for a long time, as long as we have been a species.**

**As instinctive, brain-nourishing behaviors, these can be consciously embraced and harnessed for improved mental health and engagement in the workplace. In stimulating creativity, productivity, learning, and leadership, they become transformative to the psyche of the working adult and the organization.**

## Why these 15?

Workplace Culture Store has identified 15 basic types of play. We identified these types based on observations of children and adults in various institutional and organizational settings. To qualify as a unique play type, the activity had to meet three criteria:

### **1 an activity with both childhood and adult applications**

Before our research began, Workplace Culture Store's theory was that anything that truly inspired us in childhood would have an adult equivalent.

We were certain that most people would gravitate to recreation that aligned with the play they most enjoyed as children, and that this would give us a conduit leading to the authentic being inside of every self-conscious adult. This might help us teach all adults how to circumvent the natural urge to stop playing because it might appear to others as childish or silly. It would also support our argument for the value of an activity in recharging the stressed adult's emotional batteries.

### **2 an activity that children engage in without detailed instruction or prompting**

We wanted our play types to be observable in children as instinctive. In other words, we looked for activities children would engage in on their own, without a lot of toys dictating the activity or helicopter-direction from parents or teachers. This indicated to us that the play type was part of the innate survival skills with which every child is born. Therefore, the play type could be useful in awakening the play instincts within a diverse community of adults without a lot of intervention from play facilitators. If it couldn't survive without prompting or technology, it would not be sustainable in organizational settings.

### **3 an activity that is different enough from another to employ different skill sets and represent preferences unique to individuals**

To serve a diverse community, tools would have to accommodate diverse needs. To qualify as a distinct type, an activity had to be different enough from another that, in practice, people would naturally gravitate to a preferred type without too much overlap.





# ROLE PLAY

## In childhood you played:

Action Figures  
Pretend  
Imaginary Friends  
Puppets  
Cars  
Improvisation



## In adulthood:

### Recreation

Movies  
Reality TV  
Chat rooms  
Video games  
Theatre

### Occupation

Film and TV  
Video Game  
Design  
Acting  
Education  
Marketing



## Meetings, interactions, and negotiations

The most effective use of role play in the workplace is preparing for interactive situations. Some interactions have a lot riding on them and people must practice scenarios beforehand. These could be negotiations, meetings with key clients or crisis situations.

If your employees must learn new ways to interact with each other, members of the public, or clients, design a role play in which they do just that.

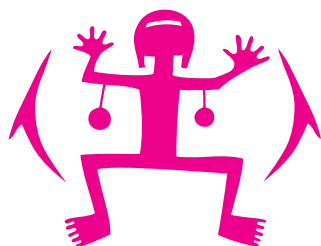
Create scenarios like the ones they will encounter, complete with disgruntled customers, angry coworkers or panicking members of the public. Throw in some twists and turns like third parties suddenly bursting into the room with new information. Encourage the role players to be difficult and implacable. This is fun and educational at the same time.

## Try a facetious twist

If people are uncomfortable with role play, loosen them up with an "opposite" form of the exercise in which the goal is to fail gloriously. This almost magically sets people at ease. When they learn that the goal is failure, they suddenly have confidence they didn't have before.

For instance, if they are practicing meeting with clients, invite them to have a little fun for the first few rounds. Tell them that they must offend, disgust, and alienate the client any way they possibly can. You would not believe how powerful this exercise is at building confidence and reducing anxiety. Especially for technical and IT professionals who prefer interacting with machines, this exercise is worth its weight in gold. The funny rounds allow them to exorcize their fears before tackling the hard stuff. It also allows them to learn what not to do.





# STORYTELLING

## In childhood you played:

Writing  
Story Pictures  
Poetry  
Play Acting  
Puppets



## In adulthood:

### Recreation

Reading  
Writing  
Narrative Games  
Movies

### Occupation

Writing  
Journalism  
Clergy  
Film and TV



## Reaching the hearts of clients and customers (not their minds)

Every industry benefits from sharing stories about how their products or services make the world a better place. A story allows clients and customers to imagine themselves using the products or services and experiencing the benefits personally. The characters in the stories are relatable, which means buyers can put themselves in their place in the narrative.

Storytelling works beautifully in any situation when we must influence or shape the thinking and behavior of others. In training, storytelling makes lessons more relatable and memorable.

Reaching people on a rational, intellectual level will never make a lasting impact. That's why a long list of product features will never win over a customer. A story about how that product made life better for a character to whom they can relate, a service that reduced pain and frustration, or brought people together...that will make an impact.

## Empowering people

With its ability to mesmerize, storytelling is pivotal to Marketing and Sales. Every television or Internet video ad tells a story – the more riveting, the more people will be drawn to the message.

Strategic planning is story-based. When we look at what we've accomplished in the past year, we look at it in terms of the stories that express our performance as a brand, the contributions of our employees, the experience of our customers. When we look into the future, we envision it in the picture frame of a story, with troubles and triumphs, villains and heroes. Emotional elements build a stronger connection between us and the goals, the results. This empowers us to work towards them together.

Try using Workplace Culture Store's *Once Upon a Project* storytelling game to develop strategic stories of your brand, including both past stories and hypothetical ones about your hopes for the future.







# NURTURING

## In childhood you played:

Dolls  
Animals  
Pets  
Siblings  
Plants



## In adulthood:

### Recreation

Pets  
Gardening  
Hobby Farms  
Playing with Children  
Political Activism

### Occupation

Education  
Child Care  
Medicine  
Zoology  
Veterinarian  
Social Work  
Clergy  
Farming



## Taking care of the community is good for a workforce

When employees are given the chance to make a difference somewhere, by serving at a soup kitchen or cleaning up trash, they are often overcome with bizarre giddiness. They declare their intentions to do this more often, especially at Thanksgiving or Christmas, because it feels good. Those who have helped in the community since childhood might not have such a dramatic emotional reaction, but they still experience a "high." It is a life-affirming experience to give, to lend a hand and to make a difference.

The Journal of Experimental Social Psychology tells us that recent advances in behavioral sciences have provided a number of explanations of human social, cooperative and altruistic behaviour, including the idea that acts of kindness make a measurable impact on the happiness of individuals - and not on the beneficiary but on the person who performed the act of kindness!

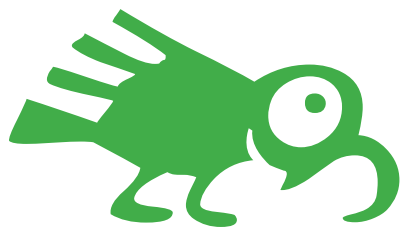
## Create a company garden

Timberland, American manufacturer of cold weather outerwear and boots, has employee gardens at their Stratham, NH, headquarters. Timberland created the garden to improve employee wellness and to give workers a low-cost benefit. Blue Cross Blue Shield of Minnesota, Baxter International, Google, Southwest Airlines, and Chesapeake Energy have also established company gardens.

For some, having a garden a few steps from their conference room may give them a reason to stay late and finish a project after watering the pea patch. Some even bring family with them to garden on the weekends; others learn to garden at employer-sponsored classes.

Working in the garden can offer lessons about teamwork and persistence. At Chesapeake Energy, hundreds of employees signed up to volunteer in the new employee gardens, enough to tend 65 raised garden beds spread over two acres.





# HUMOR

## In childhood you played:

Silliness  
Jokes  
Mimicry and Impressions  
Riddles  
Surprise  
Slapstick



## In adulthood:

### Recreation

Stand-up Comedy  
Pranks  
Costume Parties  
Party Games

### Occupation

Comedian  
Actor  
Cartoonist  
Satirist  
Sales  
Politics



## Let the team have some fun - it will make them more productive

Too many companies mistake humor for goofing off and discourage it in all forms, effectively losing opportunities every day to use humor to inspire and energize people.

Humor can give a meeting exactly the boost it needs to get everyone engaged again. When that joker makes a wise crack, he or she does it as a natural response to boredom. This person is creating intellectual stimulation when it is most needed. If you shut that person down, you're losing the value in their talent. As long as it doesn't hurt anyone, let it ride.

Allow people to laugh and have fun while they work. It makes them more productive. Laughter heals, engages. It teaches. It builds and restores relationships. It awakens the senses and the intellect. It opens the mind.

## Take laughter vacations

Milton Berle said that laughter is an instant vacation. Is there anything quite as cathartic or liberating as a good belly laugh? Nothing gives us energy quite like it. It is powerful and also lethal to despair and hopelessness.

Take regular laughter vacations with your team. This could be watching funny dog and cat videos together every Thursday for 15 minutes. It could be drawing funny pictures of each other in compromising situations (with kindness, of course.) It could be leaving surprises for each other, like whoopee cushions or balloons full of glitter that read "pop me." It could mean keeping a running diorama story with action figures as over-zealous first-world protesters with white-collar problems - *no more un-carbonated water from the faucets, or organic guava and sage body-wash is a basic human right.*





# BUILDING

## In childhood you played:

Restoring Cars  
Renovating  
Building  
Models



## In adulthood:

### Recreation

Stand-up Comedy  
Pranks  
Costume Parties  
Party Games

### Occupation

Architect  
Engineer  
Construction  
Craftsman  
Carpenter  
Welder  
Interior Designer



## The brain and hands evolved together

When humans solve problems, for thousands of years, we have used our hands. The brain and hands evolved together, and modern computer technology often fails to acknowledge the connection. This is why using our hands and even our feet, stimulates the mind.

Not only does it get circulation going, but it activates muscle memory in the brain. Muscle memory is not stored in your muscles, of course. Memories are much like a cache of frequently enacted tasks for your muscles.

If you employ engineers, architects, welders, carpenters or even interior designers, chances are, building is in their top three favorite play types. Building play will be restorative and entertaining for them. Try a variety of building exercises. Consider having team members assign roles to building in miniature just as they would with a life-size structure: a project manager, field manager, designer, etc. Budget for time and materials.

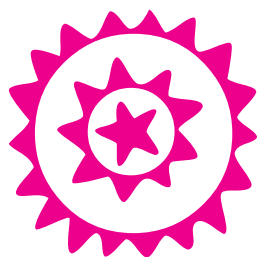
## What you build and what you build it with

Lego® is the go-to for building play, no matter what the age of the players. The Lego block is versatile and recognizable. World-class corporate teams have used Lego to plan strategy. The sets also come with a variety of unique design parts that make it possible to add a lot of character and imagination to a project.

It doesn't have to be blocks. It can be any pliable and durable medium, or multiple media for that matter. The goal is to have teams build symbolic and/or competitive structures that help them apply important concepts.

Provide building materials: rubber bands, tape, paper, glue, or cardboard. Divide the materials equally amongst teams. Provide a choice of goals. These could include the largest structure, or the strongest structure, or the tallest. Use the timer to create a sense of urgency. This could be a hypothetical technology or machine that does not yet exist. Builder types love this sort of creative exercise.





# PUZZLES

## In childhood you played:

Mazes  
Numbers  
Crosswords  
Guessing  
Trivia  
Puzzles



## In adulthood:

### Recreation

Scrabble  
Trivia  
Crosswords  
Sudoku  
Chess  
Mystery Novels

### Occupation

Statistician  
Mathematician  
Accountant  
Historian  
Scientist  
Diagnostic Medicine  
Investigator  
Detective



## Problem solving is the most important business skill

Problem solving uses the same mental muscles, whether you are planning your next move in chess or planning a budget for a department. Puzzles help develop mental acuity for all problem solving. If you assign a fictional problem to a team of puzzle players, they will apply the same mental resources to that task as they would a genuine business problem.

Case analysis is an excellent teaching resource in business schools because it involves solving business puzzles. Teams can hone their problem-solving abilities using the same method – have groups solve similar fictional problems and they are more capable of solving real ones.

Even a puzzle unrelated to your business area provides benefits. Word puzzles, math puzzles, riddles, and others can stimulate the mind and refresh the senses for a more productive afternoon.

## Try a longer puzzle

A puzzle can be solvable within seconds or could take months. A longer game is useful when you want to engage people in something that requires attention for a longer period. For instance, if you are conducting change management or long-term learning and development or cultural programming, long-solve puzzles can continually engage people.

Consider using a puzzle to gradually over months, reveal key concepts you want to adopt as part of your culture. Draw a map with “stations” or “gates.” At each gate, employees must solve a puzzle to unlock and open the next set of concepts. This creates a little bit of excitement around the learning and stimulates their competitive and puzzle solving muscles.

Have teams create the puzzles for each other. Puzzle lovers can’t get enough of this and it’s entertaining for everyone, as well as mentally challenging. This is workplace play at its finest.





# ART

## In childhood you played:

Painting  
Drawing  
Sculpture  
Crafts  
Coloring



## In adulthood:

### Recreation

Painting  
Crafts  
Decorating  
Sewing  
Needlepoint  
Knitting

### Occupation

Fashion  
Artist  
Interior Designer  
Graphic Artist  
Architect  
Advertising  
Interior  
Decorating



## Art is good for the mind

Art can be stimulating, inspirational and therapeutic. It is healthy for the human brain, no matter what the results.

Opportunities for group art projects abound in an office and might involve simply inviting people to add to a group mosaic on a nearby bulletin board.

When using large paper and white board techniques, participants can be encouraged to doodle and draw. This engages the group with the exercise when they might not otherwise have anything to add. It also awakens creativity. Doodles can be funny or strange, which stimulates others to contribute. Resist the urge to stop these activities, even when they might not, at first, seem directly related to the exercise. The team will circle back. They might need this diversion to think and center themselves creatively, connect with the group, establish their place.

## Group art projects

Drawing is an excellent way to help people visualize and articulate things they struggle to describe with words. Planning and strategic exercises can always benefit from drawing.

Using the hands awakens the brain. Even a brief 30 second drawing exercise at the start of a meeting can be effective.

World Paint by Numbers offers paint-by-number projects for adults. You can buy a kit and then paint Claude Monet's Lilies if you want to. Consider making this a group project. During a long meeting, hand out paint brushes, rags, aprons and complete a masterpiece together. This is a good way to cooperate on something that is good for the mind and soul. Complete the painting over several meetings. You can also display this group contribution in your office.





# DANCING

## In childhood you played:

Moving to music  
Dancing  
Ballet  
Rhythmic movement



## In adulthood:

### Recreation

Salsa  
Latin  
Ballroom  
Dance for exercise

### Occupation

Dance instructor  
Dancer  
Dance coordinator



## Dancing brings teams together

Dancing as a team building activity can give insight into the dynamics within the team, group and individuals. Uplift Events, Australian corporate events provider, was founded in 2005 after an 'Amazing Race' event organized by the founder for a birthday party led him and a colleague to establish an events company that offered the people of Melbourne and organizations who believed in corporate team building, a fresh, exciting and fun, new activity.

Uplift provides six possible group dance events, including their "Rocky Horror Picture Show," "Footloose," "Moulin Rouge," "Grease," "Priscilla," and "Dirty Dancing" themes. The events provide instruction and an opportunity to use the new dance steps in a group event with accompanying music suitable for the theme.

If you're not in Melbourne, look around for similar service providers in your area. You can also challenge the natural dancers in the group to come up with something!

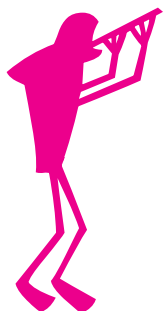
## Dancing improves productivity

Dancing is much like building or wrestling for getting people active in a playful and creative way. It gets circulation flowing and stimulates the mind. Dancing is different, however, in its ability to enable the expression of emotions, particularly happy ones. Dancewithmeusa.com tells us that dancing in the office will improve productivity, morale, and teamwork. They provide in-office dance classes for improved physical fitness and morale.

Look for something similar in your area and have the instructors visit the office once a month for team-building, exercise, and to boost morale.



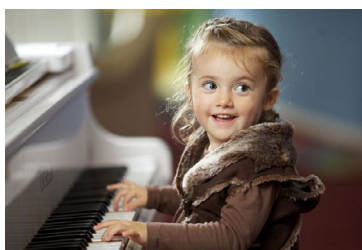




# MUSIC

## In childhood you played:

Instruments  
Singing  
Chanting  
Rhyme  
Rhythm  
Rap



## In adulthood:

### Recreation

Instruments  
Concerts  
Festivals  
Jamming  
Choir

### Occupation

Recording  
DJ  
Radio  
Conductor  
Choir  
Singer  
Musician  
Music  
Instructor



## Music soothes tired nerves

Music brings people together. It moves our emotions, calms our nerves, helps us heal, concentrate, or pass idle hours on a long road trip.

Every country on earth has an "anthem." Some songs have crossed all human cultures, such as "Happy Birthday" or the old French tune that later became "Twinkle Twinkle Little Star." As play, music is essential to almost all aspects of life.

Music soothes tired nerves in the office - it's scientifically proven. The journal, Psychology of Music, has published hundreds of articles on studies in this subject. Music motivates people in group settings. It is confined to headphones at our desks these days, to the detriment of productivity and employee wellbeing. Often with the open office concept, employees are only using music to drown out the distracting noise all around them.

## Music makes us more creative

We all remember Doctor Seuss and his anapestic tetrameter (four anapestic metrical feet per line).

Once you start composing in this style, it begins happening naturally in your head - everything you say will slip helplessly into that Cat in the Hat beat, because this form of play is highly stimulating to the language (and musical) centers of the brain. That's why it's ideal for the tiny developing mind in the nursery.

For adults, the effect is the same. Creative energy, like what is stimulated through writing simple poetry, will sustain and then drift into other cognitive regions. Ideas will begin to flow. Every time you successfully create something (like a rhyme), you feel a sense of euphoria. That feeling feeds the brain with stimulating chemicals, which makes it easier to create more. Creating something, no matter how silly or insignificant it might be in the moment, gives us the sense that we've added something to the world around us.





# COLLECTING

## In childhood you played:

Stamps  
Coins  
Bugs  
Toys  
Treasures  
Rocks



## In adulthood:

### Recreation

Spoons  
Books  
Stamps  
Vintage toys  
Cars, art, antiques  
Scrap booking

### Occupation

Retail  
Statistician  
Entomology  
Archaeology  
Antiques  
Museums  
Art Galleries  
Geologist



## B2C figured out collecting long ago

Product sellers figured out a long time ago that if they made series of products with small variations from one to the next, they were more likely to sell more.

McDonald's restaurants have done it for decades. They gave out toys with Happy Meals, always giving out a series of toys for a set period, so that kids would coerce parents to take them to McDonald's frequently enough to catch all the toys before they're replaced with the next series. Then they discovered that people were just as happy to collect little Chiclet-size pieces of paper that represented cards in a Monopoly game. The Chiclet papers were cheaper than toys and perhaps worked even better.

Humans collect stuff. This is a primal instinct in the interest of survival. We grab things and hoard them on the off chance that we won't come across one like it again. We also experience satisfaction in surveying our collections, perhaps showing them off to our friends.

## The significance of objects

Collectors are masters of attaching significance to objects. Culture is strengthened by symbols, stories, mascots, tokens, sayings, mottoes, images and designs. Collectors can be excellent stewards of these things. They can also be put to work keeping track of collection-based things like data. Data is little bits of information, which can also be collected.





# RISK REWARD

## In childhood you played:

Thrill  
Danger  
Contact Sports  
Altered States



## In adulthood:

### Recreation

Sky-Diving  
Rock Climbing  
Extreme Sports  
Gambling  
Drinking and Drugs  
Expensive Toys

### Occupation

Military  
Law Enforcement  
Para medicine  
Investment Banking  
Stock Broker



## Engage the reluctant players

Introducing a little risk-reward play to your office can help people release tension and bring teams together, especially if the activities require people to cooperate and support each other to achieve a game or competition win.

Those who shrink from childlike play will be more inclined to engage with the group in risk-reward play. It is easier for them to see the value in it.

Adults, particularly risk-rewarders, gravitate to unhealthy play because, like everyone, they need play, but they wrongly believe that healthy childlike play isn't gratifying. They overestimate the value in being "bad." This might be one of the most difficult hurdles you encounter. They won't immediately see how much fun it is to watch a Slinky walk down a flight of stairs or blow some bubbles across the lunch room. They think real fun only happens at the local bar. Companies are canceling drinking events these days, and not putting much in its place, so that compounds the problem. It's time to bring in some experiences that provide the benefits without the baggage.

## Create thrills and altered states

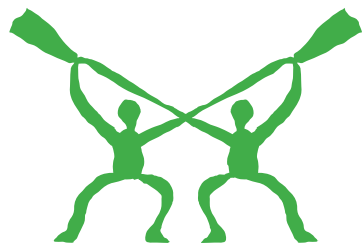
Applying risk-reward play in business contexts is easier than it sounds. Creating an altered state can be as easy as dimming the lights or turning chairs away from the table.

Blindfolding people also counts.

You can even have all people in the meeting room either yell or whisper what they say as part of the agenda. This represents an altered state that requires people to either listen closely, or tune out sensory inputs to understand. This promotes engagement and is often funny, which gets people even more invested in the experience.

Races and timed exercises, especially with limited time and a lot of tasks, can be electrifying to the risk-rewarders in the group. For them, you might consider high energy events like racing tricycles in the hall or pie-eating contests.





# WRESTLING

## In childhood you played:

Rough-housing  
Horseplay  
War  
Racing  
Tackle Football  
Tag  
Rock-Paper-Scissors



## In adulthood:

### Recreation

Sex  
UFC Fighting  
Martial Arts  
Football  
Rugby  
Roller Derby

### Occupation

Military  
Law Enforcement  
Martial Arts  
Security  
Coaching  
Fitness



## Wrestling is any physical, competitive engagement

Applying this in business contexts requires imagination. Actual wrestling would be awkward between professional adults, let alone dangerous.

Rock, Paper, Scissors also counts as wrestling. Pulling Christmas crackers apart is a form of wrestling. A round of Musical Chairs also incorporates wrestling-like play. If you have a group of natural "wrestlers," waking their play muscles might require a physical round of play such as this at the start of a meeting. It will get their juices flowing. Try a round of Hungry Hippos – yes, this counts!

Physical play gets your circulation going and your body and mind moving. It reboots you! Sometimes a group in a meeting is only partly engaged in the discussion. Have some arm wrestling or throw some balloons to get things started.

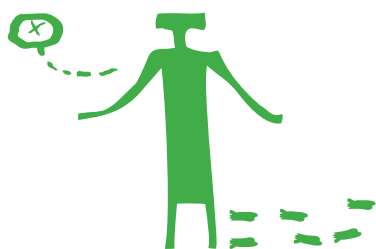
## Nerf and a ball pit

A ball pit is wrestling-like play with a bit of humor and silliness thrown in. Inside a ball pit we frolic and thrash with no purpose for what we're doing other than fun. UK design firm, Pearlfisher, installed a ball pit as an art installation in their Manchester office and now use it as a place for inspiring creative ideas through play. Everyone grabs their laptops and they all wade into the pit together! There they "fish" for "pearls" of creativity!

Nerf balls were invented expressly for indoor play. They are soft and can be thrown at glass without so much as rattling it. If they hit you in the face it feels like you've been hit by a passing breeze. If you want to blow off steam but can't leave the office, plan some Nerf ball activities. The Nerf Rival blaster shoots little foam 2cm balls and you can buy the balls in bulk, in a variety of colors.

For a younger, less brittle crowd of Millennials, try a game of bubble ball in a nearby park. Fun and hilarious.





# EXPLORATION

## In childhood you played:

Adventure  
Discovery  
Experimentation  
Stargazing  
Drawing Maps  
Telescopes



## In adulthood:

### Recreation

Traveling  
Boating  
Hiking  
Research  
Museums  
Reading

### Occupation

Travel Agent  
Tour Guides and Interpreters  
Science and Research  
Environmental  
Entrepreneurs



## Exploration cultivates entrepreneurial thinking

Any exploration, whether it is through traveling, reading, hiking the wilderness, or surfing the web, is always done in a state of emotional openness. This can be very useful in business. Assign these people to research, to planning the future of the organization, and inspiring others.

Those who are naturally closed off and skeptical can be easier to reach if they are first engaged in an exploring task, like they would be in a game. This opens the door to inspiring their creativity, authenticity and an ability to learn or embrace new things.

## Exploration is a path to change

Every industry needs good researchers, people who search without stopping and share their findings.

Change management is an excellent motivation to promote playful exploration. Companies need people who embrace change and seek out new experiences. Playing at exploration is an excellent way to shuttle people through change and inspire them to embrace new things, teaching them not to be afraid of the unknown, the unexpected. Because you have done it in a playful and low-risk context first, they are more adaptable to the real changes when they arise.

Natural explorers can teach everyone how to appreciate the novel, take risks and embrace diversity.







# STRUCTURED GAMES

## In childhood you played:

Board Games  
Chess  
Sports  
Schoolyard Games  
Card Games



## In adulthood:

### Recreation

Chess  
Card Games  
Sports  
Online Games  
Smart Phone Games

### Occupation

Coaching  
Human Resources  
Recruiting  
Education  
Fitness  
Information  
Technology  
Design  
Sports  
Journalism



## Let the fun happen and neutralize the power trippers, AKA complainers

Adults use games to connect with friends and family on the weekends. Games like Monopoly, Trivial Pursuit, and more recently, Cards Against Humanity and Exploding Kittens, have gained great popularity. If you have employees playing games in the lunch rooms, do whatever you can to support it.

If you're at all interested in employee wellness or engagement, under (almost) no circumstances should you stop employees from playing over lunch and breaks. If other employees come forward to complain that not everyone is included, or that the Dungeons and Dragons (or whatever the game) conflicts with religious beliefs, do whatever you can not to stop the playing. Employees playing together is sometimes the only glimmer of hope in an organization where people are isolated and lonely and have little motivation to even show up. In addition, canceling these healthy activities kills morale like poison. You may as well cancel birthdays, Christmas, and recess in one swoop.

## Games remind us to see possibilities

Games impose arbitrary limitations. If you go to jail, you have to pay \$50 to get out, unless you have a get-out-of-jail-free card. A royal flush trumps a straight flush. A player must stay on his team's side until the snap and the quarterback has the ball.

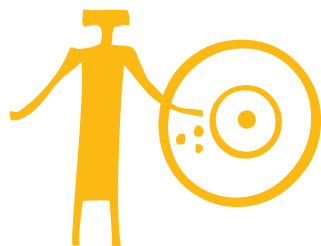
We don't ruminate on the limitations of a game. We don't rail against them, bitterly complaining about the rules. We accept them joyfully. We see the possibilities of prevailing on the equal playing field inside of them. We can't resist the challenge.

We don't do this in life. We view taxes and traffic laws and workplace policies as limitations on our lives. We rarely see what's possible. We seldom believe that wonderful things can happen within limitations. We whine and complain about how we can't be successful because of some rule or regulation. We ignore all the possibilities before us.

Use structured games (and all play) to see possibilities, not limitations.







# CREATE GAMES

## In childhood you played:

Combining Other Types of Play in Invented, Structured Games



## In adulthood:

### Recreation

Writing  
Inventing  
Organizing Games with Friends

### Occupation

Entrepreneur Inventor  
Business Strategist Writer  
Product Development Software Developer



## Creating games also cultivates entrepreneurial thinking

Creating a game is a challenging activity that can involve many people. As a team endeavor it encourages cooperation and problem solving.

The games employees create for themselves and others can help engage people in their work, complete it with greater enthusiasm and help people experience the thrill of creativity. Game creation inspires greater inventiveness in all areas of work, so organizations that need to stimulate more innovation can begin with games.

## Creating play for others is deeply satisfying

For stimulating creativity, creating a game has few equals. For some reason, creating a play experience for others is exhilarating. It is the best kind of leadership preparation. It's like hiding Easter eggs for children - hiding them is almost more fun than finding them. And scavenger hunts! We have more fun setting them up and watching people look for the treasures than the participants have looking for them. We love to create challenges, design puzzles and games, and baffle our friends.

You might be interested to know that on the top richest people in the world list, *create games* appears in the top three play types for almost everyone. As children, Bill Gates, Elon Musk, and Mark Zuckerberg all created games as one of their first creative projects. Think of it as billionaire preparation.

