



Quick Summary

BIG Idea: Unleash the Spirit of Play to bring creativity, curiosity, fun – and BETTER RESULTS -to your business / career / life every day.

Capture Play Power: Select one daily game activity that you will enhance with the spirit of play. Choose the result you are playing for (Your target, like the archer!). Then use your curiosity to brainstorm creative experiments to bring fun to your activity.

Game Action: Do your game activity with a fun creative experiment up to 21 times in the one-month game. Then SHARE what you did on the REAL LIFE Game Platform. Share with the intention to inspire your teammates.

Find The FUN: Curiosity, Creativity and Accomplishment

Quick Game Plan to Capture PLAY POWER

- 1) Choose a game activity to PLAY with for 21-Days
- 2) Brainstorm 5-10 creative experiments to make it fun every time
- 3) Declare your results: Bronze, Silver and Gold levels of achievement.
- 4) Share on your game card AND Collect 5 Point!!! YES!
- 5) *Find the FUN!*
- 6) Step into your Game Action and BIG Wins
- 7) Optional BIG IDEAS to inspire your PLAY POWER.

1) Choose a game activity to play with for 21 Days

You may do 100 or more different things every day. However, we only want you to choose ONE activity to PLAY WITH to get you into The QUEST game. You will add more as you gain experience in the game.

How to choose your one PLAY POWER activity:

- 1) What is the MOST important activity you can play with to move your business/ career / life forward?
- 2) It is probably an activity that is little bit out of your comfort zone!
- 3) Consider choosing an activity from the 5 Core Skills of the **Experience Economy**:
Visibility, Enrollment, Engagement, Orchestration and Fulfillment
- 4) Choose something important. Something meaningful. Something game changing!



- 5) Choose an activity that you already do almost every day but want to add some juice to.
OR something you know it would be great if you did it every day
- 6) Choose an activity that improved skill will make you more successful.
- 7) Choose an activity that has an obvious result to play for; in other words you KNOW what you are aiming for.

It is YOUR Quest. YOU choose.

Next, shift your mindset from a daily TASK to a daily game activity!

Examples:

1) Make follow up calls

(universally avoided in the games of life because these are the people that didn't say "YES" right away)

A task would be: You call and talk. Done. Check it off the list.

A game would be: You call and talk with the intention that they say: "YES", to whatever you were talking about. This is a risk because they may say: "NO". "YES" is the result you are playing for.

2) Write an article / blog post / book chapter




A task would be: Sit down and write it. Done.

A game would be: Write it. Then post it and ask for comments or share it with your editing team and request comments. With Blogging, comments are the result you are playing for!

Next, when you add the dimension of RESULTS to your game, you also add the dynamic of challenges. The challenges are what prevent you from getting the result you desire every time you take action. In a game, it is the challenges that actually make the game fun to play!

Use this chart to brainstorm a few ideas for your game activity.

You only need one activity for your game right now. But thinking of a few will spark your imagination the game next month.

 Recurring Actions	 Expected Challenges	 Desired Results



2) Brainstorm 5-10 Creative Experiments for your game activity.

In the Industrial Age you were taught that to get the best results you should make your activity a habit by doing it the same way every time. It turns out that this was a VERY BAD idea because it makes your brain go dead and it is NOT FUN.

So instead we will challenge you to find a slight variation to how you do your activity every time. This will challenge your brain to come up with creative ideas; which keeps your brain alive. And you get better results because your creativity will find better and better ways to do the activity.

Use curious questions to think of creative experiments you can do to make your game activity fun every time and to enjoy the challenges that you face along the way! (and kick Industrial Work Mindset's BUTT!!)

Curious questions often start with "I wonder..."

I wonder how I could have more fun doing this?

I wonder how I could do this better? Faster? Easier?

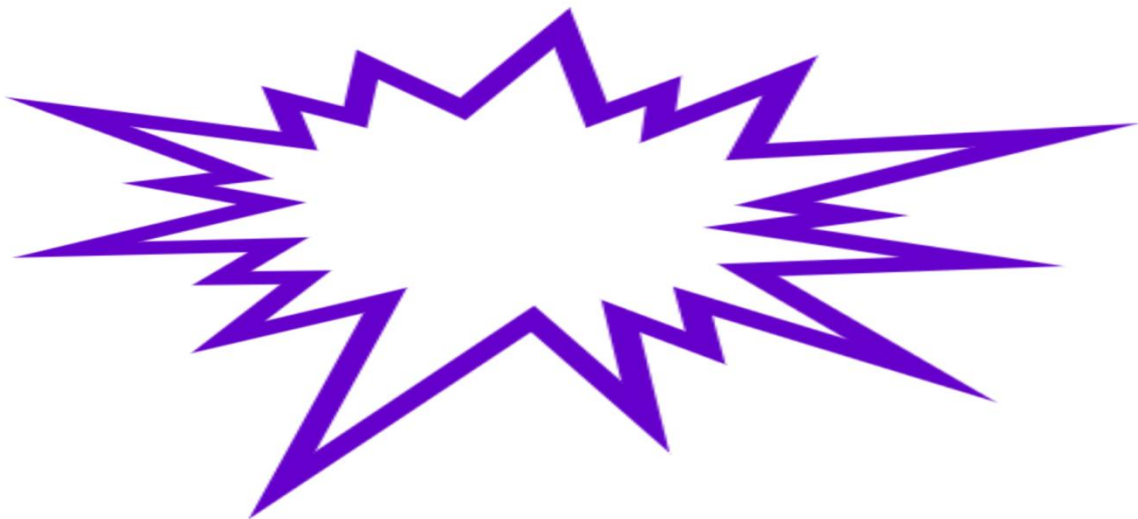
I wonder what would happen if I did this with 10 Times more enthusiasm?

I wonder what would happen if I did this in a different location every time?

I wonder what would happen if I did 10 "jumping jacks" before I did it?

Write a few ideas on or around the "Purple Flash"...

HINT: In The Quest, every time you see the Purple Flash, that means it's time to use your creativity!





3) Describe the intended result of your activity (and Plan Your Medal Levels of Achievement)

What is the result you are playing for? Your target.

REAL WORLD RESULT: If there are other people involved in your activity, what do you want them to do?
We call this REAL WORLD Results

Ideas: say: “yes”, read and make a comment, give feedback, express satisfaction, take some specific action.

PERSONAL ACHIEVEMENT RESULT: If there are no other people involved and “The Result” is simply: you got it done, then you can set your achievement levels for how many out of 21 days did you hit? We call this Personal Achievement

Olympic Medals as a Metaphor

Use the chart to define your levels of achievement for your event using. Declare a Bronze, Silver and Gold Medal level. Make sure your medals are challenging AND achievable. Be careful not to give yourself an unwinnable game!

If you are playing for a REAL WORLD RESULT, use numbers of what the other people will do.
eg. (Bronze = 20 comments; Silver = 40 Comments; Gold = 60 Comments) or # Yes’s;

If you are playing for A PERSONAL ACHIEVEMENT RESULT, set a # out of a possible 21.
Eg. # (Bronze = 12 times; Silver = 16 times; Gold = 21 times)

Medal	Result
Bronze	
Silver	
Gold	



4) Share on your Power UP on your game card and collect 5 points. YES!



Step 1: Click through to your game card.

Look for the Power Booster section –
(Find the Red Button with the Rocket!)

Find the **PLAY POWER** badge.



You will see the game card description...

*I just captured **PLAY POWER** by selecting my Game Activity,
Intended Results and Creative Experiments for the month! Whoa!
Here is what I am going to do...*

Click on the SHARE button in the right column.



A text entry window will appear.

Complete this statement on your game card by sharing your game activity, intended results and a few creative experiment ideas. and (optional) Your Medal Achievement levels.

Get your FB friends cheering you on! (optional)



Under the share box you will see the Facebook login button and "Share On Facebook" button.

If you share on Facebook you earn +1 Bonus point in your total score.

The game system will combine the text from the game card with what you type in to create and post a FB status update for you. It will also include the Play Power Badge and a link to your LifeVille



	<p>Public profile! Who knows, you might get a referral.</p> <p>To activate your LifeVille profile and to make it public you simply register for the LifeVille “Partner Program”. It takes less than 5 minutes.</p>
	<p>Step 2: Scroll down the game card to find the Game Action section (The Blue Button with the player reaching for the star)</p> <p>Look for the PLAY POWER Badge.</p> <p>After you complete your Play Activity in your REAL LIFE each day, you will come to this section of your Game Card to share about what you did.</p> <p><i>I just completed my PLAY POWER game activity for the day. Here is what happened...</i></p> <div data-bbox="609 798 927 861" data-label="Image"></div> <p>Click the SHARE button</p> <p>Remember to share with the intention to inspire. Share about how you did your creative experiment. Share what you learned – even if you think it was not successful!</p> <p>Each time you share about your game activity you earn points. And another SHARE button pops up for you to use the next time you complete this activity.</p>
	<p>Step 3: Scroll down the Game Card to the BIG WINS section (The Green Button with the hand holding the trophy)</p> <p>Look for the PLAY POWER Badge.</p> <p>After you reach the results you established for your BRONZE level achievement you will come to this section of the Game Card to share about your victory and what you have learned!</p> <p><i>I just achieved my BRONZE level result using PLAY POWER! Here is what happened...</i></p> <p><u>EDIT</u></p> <div data-bbox="609 1627 927 1690" data-label="Image"></div> <p>Click the SHARE button</p> <p>Remember to share what your results were, the challenges you faced and what you learned. Make it inspiring!</p> <p>You will see an edit link under the text.</p> <p>This is so you can change the word BRONZE to SILVER and then to</p>



GOLD as you reach each level.

After you share about your BRONZE level result, click the edit link and change the text to:

*I just achieved my SILVER level result using **PLAY POWER!** Here is what happened...*

A new SHARE button will be there ready for you when you reach your next level of achievement!! Then do the same thing for your GOLD level.

Note: the system will often detect if you are already logged into Facebook. If it doesn't, you can click the login button and enter your Facebook email and password.

Now you are POWER'd UP to get into YOUR QUEST.

The next pages give you a few additional ideas on how to get into the game.

5) Find the FUN!

This is the essential mantra for The Quest! Think of "Star Wars" when Obi Wan or Yoda tells Luke: "Use the Force!". Think of Coach Dave imploring you: "Find the Fun!!" and "May the FUN be with you!"

So, where is the fun here?

Curiosity is fun! Use your sense of wonder to as you look for new ways to bring The Spirit of Play to your daily game activity.

Creativity is fun! As you conduct creative experiments with your daily activity, look for the fun by trying new things.

Getting results is fun! Remember that you are playing for a result with your activity. When your intended result happens, notice how much fun it is!

6) Game Actions and Big Wins

You know how to find these sections on your game card from section 4.

Remember, this is where you share about what happens in the GAME of your REAL LIFE.

It is best to update your game card as soon as possible after you complete a game activity or reach a result level! If you wait too long you may forget to share or lose your energy.



Updating your game card takes just a few minutes and it will give you a boost of energy because your brain LOVES achievement!

IMPORTANT: The idea is to do your game action with the spirit of play at least once every day. If you do it more than once in a day you just get points for one time.

The idea is to make it an everyday thing, NOT a “just get it all done at once” thing (that is too industrial!)
Small Exception: If you take a day off you can double up the day before or after.

As you move through the game, try the creative experiments that you identified. And come up with new ones! Remember... FIND THE FUN!

To get the points each day all you need to do is SHARE about what happened when you did your action.

7) (Optional) BIG IDEAS about Play from the upcoming game: The QUEST

Mantra: Find the fun!

The Human Spirit of Play will be your Guide on the Quest!

So the first thing we have to do is introduce you to your Guide. The Spirit of Play is inside of all of us but you probably are not listening to it right now because of years of training to be an Industrial Worker.

When you were a child you played everything. Can you remember going out to play when everything was a big adventure? Remember? Then you were taught to “work” – probably at a young age - and play steadily was pushed out of your life.

The Spirit of Play gives you the power to be creative, resourceful, resilient, collaborative, joyful and FULLY ENGAGED; the keys to creating an AWESOME life every day. It will be a powerful new source of energy in your daily life!

Also, it gives you the power to take calculated risks in pursuit of rewards!

The Spirit of Play is like “The Force” in the Star Wars Movies

This playsheet will get you back in touch the Spirit of Play so you can use it as a Guide!

Our goal in the game is to transform your quality of life and your quality of results in life by teaching you how to “**Find the Fun**” and “**Play Your Day**” rather than “go to work” or “work for the weekend”.

We will start with one small step by sharing with you a few ideas about the Spirit of Play.

Transcend Industrial Worker Mindset with the Spirit of Play

These shifts will help you create a bright new approach to your daily life.

Remember: in the Quest, Your REAL LIFE is the game!

Industrial Worker Mindset (the old way)...	Spirit of Play (the new way)...
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Complete tasks – just get it done.	Play for results; AKA something happens in the world because of your action
Avoid Risks because they lead to mistakes	Take calculated risks in pursuit of desired rewards
Only do things when you can get it right the first time; Mistakes are BAD!	Try new things AND play with experiments to find a better way; Be willing to make mistakes sometimes; and clean up your messes.
Avoid challenges	ENJOY challenges; because they make you a better player.
Resist feedback	SEEK feedback; ie. How well am I playing? “Feedback is the breakfast of champions
Get through the day & look forward to the weekend	Wake up excited to Play Your Day with a sense of wonder and mystery; Fully engage in the game.

Complete Tasks vs. Play for Results

The main idea of the Industrial Age was to reduce every activity to a simple task that could be performed the same way every time and correctly every time without making a mistake. We were taught to start the day / week / everything with a task list and then check the items off of the list. You were also told that there is a right way and a wrong way to do everything. Doing it the right way is good. Doing it wrong – or making mistakes – is bad. This is the essence of what we all learned in Industrial Age School which was designed prepare us for work.

However, it turns out that this approach ignores THREE very important truths about an AWESOME life and one VERY IMPORTANT Fact about your brain:

ONE) Very few things in life are really that simple! Completing tasks assumes that you have complete control over the environment and the final outcome; however life is full of mystery and most of the time you don’t know exactly what will happen! And that’s what makes it fun!

TWO) There is rarely a fixed “right way” to complete a task. There are usually MANY ways to do something and the BEST way evolves all the time. But in order to find the new BEST way, you often have to try new ideas; which usually includes making mistakes and messes along the way.

THREE) Playing for results is better and more fun than simply getting things done the right way. This means that when you take action you want something specific to happen. However, sometimes it will happen and sometimes it will not. It is not something you can completely control BUT you can influence it with your skill and energy. Building your influence to get better and better results is one of the most rewarding things you can do in life.

Playing for Results includes Risk and Reward



Think of playing basketball as an example. When you play, one action of the game is to shoot the ball toward the basket. You can't "control" if it goes in the basket, but you can influence it with your skill and energy.

The risk of shooting the ball is that you might miss and then the other team will probably capture the ball. But the reward is that when the ball goes in the basket your team gets points (AND it feels good)

Life is more like basketball than work; the mystery and potential for influence is what makes it fun.

Another example is asking someone to have lunch with you. If they say: "Yes" that is like making the basket and feels good. There is risk because they might say: "No" which feels (at a little bit) bad.

You are playing for results all throughout your day probably without realizing it.

Examples include:

- Someone responds to something you offered or requested with a: "YES"
- Someone experiences what you do and shares about the value they received
- Someone does something positive in life because of what you did for them

A VERY IMPORTANT FACT ABOUT YOUR BRAIN

Turning things into a "routine" is VERY BAD because: ROUTINE IS THE ENEMY OF YOUR BRAIN.

When you turn an activity into a routine your brain shuts down. But when you challenge yourself to try something in a new way every time, your brain keeps generating new Neural Pathways. This is the only way to keep your brain healthy.

The fun of the challenge

As a worker trying to get the task done the right way, you don't want to face any challenges because it could cause you to make a mistake! But the truth is: most things in life include challenges! Challenges are fun because they drive you to tap into your creative resources; and then you learn something new! This also keeps your brain healthy!

Feedback: the breakfast of champions

In the Industrial Age and Industrial School feedback was not much fun because this is where you were told about your mistakes – which are bad. But life is FULL of feedback and if you listen to it you will learn better ways of getting the results you want.

Get through the day vs. Wake up and Play Your Day



Trying to complete all of your tasks without making any mistakes is really stressful and not much fun! It is an unwinnable game! Since this is how most people live life it is no surprise that people just want to get through it somehow and get to the weekend... get to retirement. (UGH!)

The BIG IDEA of The QUEST is to **Play Your Day** by breaking free of the “perfection trap” of the Industrial Mindset. To embrace the mysteries of everyday life and enjoy the challenges that come your way.

Let's summarize: In “the Quest” you play your REAL LIFE as a Game

Here are the key points...

1. TAKE ACTION: Every game is played by taking actions for desired results; in a good game (like “the Quest”) your skill in the action improves your results.
2. PLAY FOR RESULTS: Know the results you are playing for; in other words, what do you want to happen in the world when you take the action?
3. ENJOY CHALLENGES: It is only a game if the pathway from actions to results is “blocked” by various challenges – the challenges ARE what make it a fun game! oh and... every challenge you learn how to overcome, makes you a better player!

Conclusion: When you take actions and enjoy challenges in the pursuit of your desired results you are PLAYING A GAME. This is a very different life than going to work to complete your task list!

The Three Benefits of Play

- a) Enjoy each moment of the game
- b) Learn and master the skills of the game
- c) WIN - Get your desired results from your actions

Serious Play vs. Frivolous Play

In the Industrial Age we were taught that play was frivolous – only for entertainment.

Now we know that there are TWO kinds of play... and both are an important part of life.

Serious Play = Play WITH Intent (play for results)

Frivolous Play = Play WITHOUT Intent (play for the simple joy of playing)

May the FUN Be With You!