



### Quick Summary

**BIG Idea:** Your pathway to success in business, career and life is to maximize the YOUUnique Value that you contribute to the lives of others.

**Capture Value Power:** Quickly study the “YOUUnique Value” descriptions and diagram. Make a quick assessment of your current YOUUnique Value in 9 areas. Plan your 21 Day YOUUnique Value Challenge with creative ways to add YOUUnique value to others while having FUN.

**Game Action:** Add YOUUnique value to the life of another person in a fun way up to 21 times in the one-month game. Then SHARE what you did on the REAL LIFE Game Platform.

**Find The FUN:** Collecting, Sharing, and Finding Unexpected Treasure!

### Quick Game Plan to Capture VALUE POWER

- 1) Assess your current YOUUnique Value.
- 2) 21 Day “YOUUnique” Value Challenge.
- 3) Plan your medal levels of achievement
- 4) Share on your game card... Collect 5 Point!!! YES!
- 5) *Find the Fun!*
- 6) Step into your Game Action and BIG Wins
- 7) Optional BIG IDEAS to inspire your Value Power: How Value leads to Wealth.

### 1) Assess Your YOUUnique Value

<p><b>Mantra: Your YOUUnique value is the foundation of lasting CommYOUunity Wealth.</b></p> <ul style="list-style-type: none"><li>• You have enormous YOUUnique value. However, you may not see yourself that way due to Industrial Work Mindset that had you try to fit in to a role or be like everyone else!</li><li>• With the spirit of play you can tap into your YOUUnique value and express it in many fun ways.</li><li>• As you move deeper into the game, you will discover that you build CommYOUunity Wealth as you express more and more YOUUnique value.</li><li>• It is possible to transform everything you have done and who you have become through life experiences into “YOUUnique” Value that can be contributed to others</li></ul>	<p><b>9 Ares of YOUUnique Value</b></p> <ul style="list-style-type: none"><li>• Knowledge – What you have studied</li><li>• Talent – Skills you have developed</li><li>• Experiences – What you have done, challenges you have overcome</li><li>• Energy – Natural character + WHO you have become + Your body</li><li>• Community – WHO you know; groups you are connected with</li><li>• Opportunity – A situation favorable for attaining a goal</li><li>• Financial – Money and things</li><li>• Relationships – Close connections (LOVE)</li><li>• Connected Space – Public spaces where you do things and meet people</li></ul>
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# YOUnique Value = CommYOUnity WEALTH

## YOUnique Value



Knowledge



Talent



Experience



Energy



Community



Opportunity



Financial



Relationship



Connected Space

Like sand flowing  
through an hourglass...

Your **YOU**nique Value  
flows through community  
to build Comm**YOU**nity Wealth!

Wealth is:  
the accumulation of value.

Each of the 9 areas...  
are your **YOU**nique Value  
that you can contribute to others.

Each of the 9 areas...  
are your Comm**YOU**nity Wealth  
to boost your feeling of prosperity!

## CommYOUnity Wealth



Wealth Area	Example	Add Value	New Wealth
<b>Knowledge</b> what you have studied	Studied Hybrid Car Engines	Share the benefits of Hybrid cars with a friend buying a new car	New experience in helping someone choose a car
<b>Talent</b> skills you have developed	Ability to fix cars	Fix the car of a friend	Understand a new type of car and the gratitude of the friend
<b>Experience</b> what you have done, challenges you have overcome	Work as a mechanic	Teach a new car mechanic a few tricks	Rekindle your love for cars.
<b>Energy</b> Natural character + WHO you have become + your body	Overcame the challenge of losing a job	Encourage a friend who is facing challenges	Renewed faith in life
<b>Community</b> People you know; groups you are connected with	Member of the local chamber of commerce	Invite a colleague to join the Chamber	Appreciation within the chamber
<b>Opportunity</b> a situation favorable for attaining a goal	I know someone who needs a Financial Planner	Connect them to a trusted colleague who delivers this service	Opportunity sharing is often reciprocated
<b>Financial</b> Money and things	Positive cash flow from business operations	Pay team members & vendors! They like that.	Credit history of positive transactions
<b>Relationships (Love)</b> Close connections (LOVE)	A close personal colleague	Attend a conference together	Deeper connection; a shared experience
<b>Connected Space</b> Public spaces where you do things and meet people	A great coffee shop with friendly staff	Introduce a friend to the coffee shop	Now you both contribute to making it alive & successful

### Note to prepare for your YOUNique Value Assessment

- 1) Some things may fit in multiple categories, like something where you have knowledge, talent and experience. You can add something to all three or just put it in the one most relevant.
- 2) For each of the 9 areas think of the first few ideas that come to your mind.
- 3) As you play The Quest, you will expand what you see in yourself as VALUE!
- 4) Each month that you play the game you can update your YOUNique Value chart
- 5) It is NOT a resume! Be creative in aspects of your life that could be shared to create value.



Knowledge: What you have studied


Talent: Skills you have developed


Experience: What you have done; challenges you have overcome


Energy: Natural character; who you have become; your body


Community: people you know; groups you are connected with


Opportunity: A situation favorable for attaining a goal


Financial: Money and things


Relationship: Close connections (LOVE)

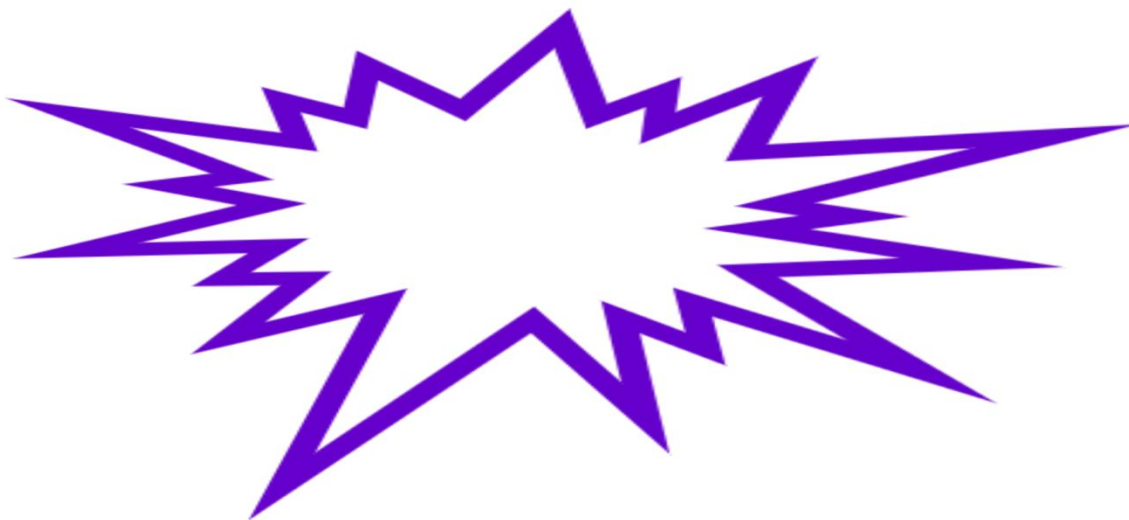

Connected Space: Public spaces where you do things and meet people




## 2) 21-Day YOUnique Value Challenge

You are probably adding value to the lives of others many times every day already! The game is to be conscious and creative about doing it for 21 Days. Find a playful, YOUnique way to add value every day! You can make a list or brainstorm with the “Purple FLASH!”; Keep looking for new ideas as you play!

A YOUnique Value you can share; Do something FOR or WITH someone	How can you do it with the Spirit of PLAY? Have fun while you are adding value!





### 3) Describe your intended result

We use Olympic Medal categories as a metaphor for results in the game. You will determine the requirements for your Bronze, Silver and Gold Medals.

There are two different ways that you can add an intended result to your challenge: Personal Achievement and REAL WORLD.

**PERSONAL ACHIEVEMENT RESULT:** You simply set a count for how many times you actually got it done, in other words, how many out of 21 days did you hit?

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)

If you want to make your challenge more... well... challenging, then go for a REAL WORLD result.

**REAL WORLD RESULT:** This is when you play for something to happen “as a result” of your action. What do you want the other people to do after you add your YOUnique value?

There are many possible ideas so it depends on your game: How many: Thank You’s, Offers to do something in return, Recommend you to a friend, Post a shout out on your facebook page?

If you are playing for a REAL WORLD RESULT, use numbers of what the other people will do.

eg. (Bronze = 7 Referrals; Silver = 10 Referrals; Gold = 15+ Referrals)

#### Olympic Medals Chart

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!

Medal	Result
<b>Bronze</b>	
<b>Silver</b>	
<b>Gold</b>	





**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 **VALUE POWER** badge.



**You will see the game card description...**

*I just captured **VALUE POWER** by planning my 21-Day Value Challenge with Creative Experiments! 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><b>Step 2: Scroll down the game card to find the Game Action section</b> (The Blue Button with the player reaching for the star)</p> <p>Look for the <b>VALUE POWER</b> Badge.</p> <p>After you complete your Challenge Activity in your REAL LIFE each day, update your Game Card to share about what you did.</p> <p><i>I just completed my <b>VALUE CHALLENGE</b> activity for the day. Here is what happened...</i></p> <p></p> <p><b>Click the SHARE button</b></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><b>Step 3: Scroll down the Game Card to the BIG WINS section</b> (The Green Button with the hand holding the trophy)</p> <p>Look for the <b>VALUE POWER</b> 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 the <b>BRONZE</b> level result of my <b>VALUE CHALLENGE!</b> Here is what happened...</i></p> <p><u>EDIT</u></p> <p></p> <p><b>Click the SHARE button</b></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. 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 the **SILVER** level result of my **VALUE CHALLENGE!**  
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.

**You now have Value Power!! Step into your Value Challenge and Play Two Win!**

## 5) Find the Fun!

What is fun about Value Power?

**1) Collecting things is fun!** – We love collecting things like stamps or cards; especially if each one is interesting or unique in some way. Look at all of the unique aspects of your value as a collection

**2) Sharing is fun** – Part of the joy of having anything is the opportunity to share it with others. This is what you are doing when you add value to the lives of others. Enjoy it!

**3) Finding Unexpected Treasure!** – A Treasure Hunt is a super fun activity! While you are finding YOUNique ways to add value to the lives of other people you may discover something of value from your life that you never knew had value! Any of your life experiences (or any of the 9 areas) could be a buried treasure that you discover when you get creative and playful about sharing your value with others! Pay attention to how other people respond to you, this will give you clues to find the treasure!

## 6) Step into your Game Actions and BIG Wins

You learned about the Game Action and BIG Win sections on your game card in section 4 of the Playbook. Here are a few more ideas to help you play better and win!

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 challenge 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 challenge action.

### **Curiosity!**

Remember: an essential ingredient for the spirit of play is navigating via curiosity.

Ask yourself curious questions about your YOUNique Value:

I wonder how THAT experience could be of value to someone else?

I wonder if I am ignoring some part of my YOUNique Energy?

I wonder if I have an opportunity I could share with someone?

I wonder where another fun Connected Space is in my town?

One last point, in the advanced version of the game you will have the opportunity to focus on the CommYOUNity Wealth that you build while adding YOUNique Value to the lives of others.

SUPER FUN!

## **7) VALUE POWER - The BIG IDEAS of The Quest**

**Mantra: Your YOUNique value is the foundation of lasting CommYOUNity Wealth.**

The first BIG idea is to see yourself as someone with tremendous YOUNique Value. Seeing yourself as a person of value is the first step to being known as a person of value in your community. Being known as a person of value is essential to thriving in the Experience Economy.

When you add value, people love the experience of being around you. This leads to success.

### **Routine is the Enemy of Your Brain**

You will see this idea all throughout The Quest. The 21 Day Challenge to add YOUNique Value to the lives of others every day will stretch your mind! It will also stretch your comfort zone! But as you do it, it will stretch your confidence! (that is a good thing)

One of MANY negative side effects of the Industrial Age was the diminishment of peoples' uniqueness (or as we like to call it YOUNiqueness!) so that they could fit themselves into fixed jobs with routine activities. Creativity was typically frowned upon. So it may be challenging at first to see your value in so many different ways. However, to thrive in your business or career in the Experience Economy you have to transform your view of yourself from a worker to a player.



## Transformations from worker to player

Industrial Work Mindset...	Human Spirit of Play...
<b>CONTROL yourself.</b> Be like everyone else by minimizing your uniqueness. Don't try to be too BIG	Develop your YOUnique Value; As you express it and share it, it expands Enjoy your Uniqueness
Wealth is the accumulation of money and things	CommYOUnity Wealth is the accumulation of value; Value consists of many things.
Hold onto your money and things	Share your value with as many people as you can.
Save money for retirement	Expanding your YOUnique value and CommYOUnity wealth is your gateway to a lifetime of prosperity; including the money you need and the things that inspire you.

## Important Distinctions for VALUE POWER

### Become a person of CommYOUnity wealth

Wealth is the accumulation of value. So in other words, what YOU Value becomes your wealth.

### All Wealth Flows through Community

There is personal satisfaction in all aspects of value. At the same time the ultimate feeling of value is when you can contribute something of yourself to another person.

Eg. Your knowledge is only of value when you can share it positively with another person.

### Powerful 3-step process

- 1) Assess your current YOUnique Value in 9 areas; OWN your YOUniqueness
- 2) Be creative and assertive in contributing your Value to others; do things with and for other people.
- 3) Re-Evaluate your YOUnique Value on a regular basis; Be actively aware of how everything you do, learn or become builds the Value that you have for others.