



Quick Summary:

BIG Idea: It's YOUR Game. To keep your game moving forward it is wise to focus on one MAJOR initiative each month. As we move beyond the Industrial Age of Work into the Creative Age of Play it is important to PLAY with your major initiative rather than WORK on it. You do this by finding the fun and being creative and collaborative in the way you approach it.

Capture Play Power: Select a major initiative for the month. For example: master a key visibility skill like networking, blogging or building alliances; OR complete tangible accomplishment like writing a chunk of your book, creating a product or developing a method for a key area of your business. Next determine the result you will play for AND find ways to have FUN while doing it.

Game Action

Get in the game and do your action every day! Focus on finding the fun every time by doing creative experiments in the way you approach your action each time. The key is to challenge your brain to think and create vs. settling into routine! Remember you are playing for a result; meaning something happens in the world because of your action. It could be getting a "YES" to your offer or getting feedback on your creation.

Big Win

The BIG win is when you get the result you are playing for! Find a way to celebrate your victory and enjoy it.

Quick Game Plan to Capture PLAY POWER

- 1) Find the Fun!
- 2) Choose Your Initiative for The 21-Day PLAY BIG Challenge
- 3) Brainstorm Creative Experiments and avoid routine!
- 4) BIG WINS for your Play BIG challenge.
- 5) Share on your game card AND Collect 5 Point!!! YES!

1) Find the Fun!

Making the game your own!- When you play a game it is fun to customize the game for your personal desires; then bring the spirit of play to the most important aspect of your game.



Creativity is fun – Find a collection of fun ways to approach your major initiative. Challenge your mind to come up with a variety of fun alternatives – keep it fresh.

Collaboration is fun – Find ways to get other people involved with your major initiative. Playing with others is always more fun than playing solitaire and you tend to get better results as well (although it is more risky).

Transformations from worker to player

Industrial Work Mindset (the old way)...	Spirit of Play Mindset (the new way)...
Do what you are told to do.	It's YOUR Game. Define your own key initiative and have fun going after it.
Do your own work! Bunker in to work in solitude. If you ask for help from others that is cheating. (we all learned this lesson in Industrial Age School)	Humans are collaborative creatures. We are at our best when we engage others in our initiatives. People love to contribute, play along and give feedback.
Do it the same way every time to make it routine and eliminate mistakes	Routine is the enemy of your brain! Challenge your mind to find creative ways to approach your initiative in a new way every day.

2) Choose your Initiative for your 21-Day Play BIG Challenge

It's YOUR game. Think of THE MOST important thing you want to accomplish this month for your business / career or life.

Next...

What type of initiative will you choose? There are 2 basic types:

- 1) An Action → Result challenge based on a key skill
- 2) An Accomplishment challenge based on completing the steps of a project.

Examples of an Action → Result Initiative

Here you take the same action each day with the intention of producing a result in the world.

Action	Result
The Visibility skill of networking and follow up: attend a number of networking events and make 21 Follow Up calls	Play for "YES, I want to know more about what you do."
The Visibility skill of blogging: write 21 provocative blog posts that spark engagement	Play for "YES, I will write a comment about the value of your article".
The Visibility skill of building strategic partners. Connect with 21 potential partners	Play for "YES, I will introduce you and your offer to my community

Examples of an Accomplishment challenge based on a project

Here you take action to complete the project AND get feedback on what you have created.



Project	Accomplishment
21-Day Challenge to write a chunk of your book	Complete 3 pages each time for a total of 63 pages AND request feedback from others.
21 Day Challenge to create a product	Identify 21 discreet steps and complete each one by the end of the month AND request feedback
21 Day Challenge to create a new method; eg. A visibility method or enrollment method.	Identify 21 discreet steps and complete each one by the end of the month and request feedback

3) Brainstorm 5-10 Creative Experiments for your game action

Two key things here:

1) Find ways to have fun doing it. Avoid the trap of giving yourself work to struggle through

Let your imagination run wild with ideas that will make your action or project interesting and fun WHILE you are doing it.

2) Find ways to collaborate with others.

If you are going to networking events, invite colleagues to go with you.

If you are writing, find interesting places to go and write

The key is to make your project into a fun adventure that you will look forward to sharing with others.

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

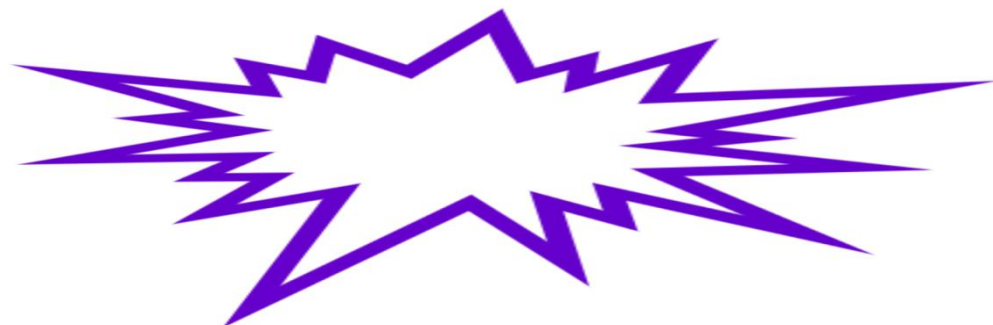
Curious questions often start with "I wonder..."

I wonder how I could have more fun doing this?

I wonder how I could do this 21 different ways?

I wonder how I could do this in 21 different places?

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



The Game Action for your PLAY CHALLENGE 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.



POSSIBILITY!! Whenever possible, take a photo when you are doing your Play Challenge activity and share it with the team on your game card!

4) The BIG WIN for Play Power

The BIG WIN for your play action depends on the type of action you are taking.

Action -> Result

For this action the BIG win is when your desired result happens! YES! Score.

For most game actions this will be a “YES” from another person.

Project Completion

For this action the BIG WIN is feedback about whatever you created in your project. The key is to find a way to request feedback along the way rather than waiting “until it is finished”. You can decide if you want to play for “positive” feedback or ANY feedback. I recommend any because if someone takes the time to look at what you have created, that’s pretty generous. I say: “SCORE THE POINTS”.

DONE!! You are now ready for the 21-Day Play Challenge!

5) Share 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 transforming my key initiative for the month into a fun 21-Day Challenge!*

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 and a few creative experiment ideas.

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.



Step 2: Scroll down the game card to find the Game Action section
(The Blue Button with the player reaching for the star)

Look for the **PLAY POWER** Badge.

After you complete your Challenge Activity in your REAL LIFE each day, update your Game Card to share about what you did.

*I just made progress in my 21-Day **PLAY CHALLENGE**.
Here is what happened...*



Click the SHARE button

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!

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.



POSSIBILITY!! Whenever possible, share a photo of you in action!



Step 3: Scroll down the Game Card to the BIG WINS section
(The Green Button with the hand holding the trophy)

Look for the **PLAY POWER** Badge.

When you get the desired from your game action you get to share about your victory and what you have learned!

*I just achieved the **BIG WIN** for my 21 Day **PLAY CHALLENGE**.
Here are my highlights...*

[EDIT](#)



Click the SHARE button

Remember to share what your results were, the challenges you faced and what you learned. Make it inspiring!