

# Play Mission Playbook

## Play Two Win Method



### Quick Summary:

**BIG Idea:** Transform your major initiative in life from a list of TASKs into a RACE: Results, Actions, Challenges and Evaluation. It's YOUR Game, It's your LIFE, let's play the way we were born to.

As we move beyond the Industrial Age of Work into the Connected Age of Purpose 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 pursue results. This is a transformational shift that does require some practice!

A Game of Actions and Results is focused on making an impact in the world around you. In other words, something happens in the world as a "result" of your action.

### Quick Game Plan to Capture PLAY POWER UP Points

- 1) Quick Overview of Your Play Mission
- 2) Choose your initiative and find your action-result game
- 3) Brainstorm Creative Experiments and avoid routine!
- 4) Share on your game card AND Collect Point!!! YES!
- 5) Find the Fun!

### 1) Quick Overview of Your Play Mission

Select a major initiative for the 12 weeks of the course. Then find a way to play for a result within this initiative. For example:

If your initiative is to write part of a book or write a BLOG, ASK people to read a section and send you feedback.

If your initiative is building your business, ASK your current customers or colleagues to give you a referral, or write an endorsement.

If your initiative is to become a better leader at the office, ASK each people involved with the company as employees, customers or advocates to talk with you about THEIR vision for the company / cause.

**Important:** You can update and evolve your initiative as you learn more about the game and yourself! There are 3 game cards in the Play Two Win program. Each time we shift to a new game card is a good opportunity to update your game design if you want to.

**Next find ways to have FUN while doing it.**

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### Game Action

Get in the game by taking your action one or more times 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-CREATE-LEARN vs. settling into routine! **Remember you are playing for a result; meaning something happens in the world because of your action.** For example: Getting a “YES” to something you ASK for.

**Important:** When we say “LEARN” we are talking about accumulating capabilities NOT acquiring information.

### Big Win

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

## 2) Choose your Initiative for your 12-week Play Mission

It's YOUR game. Think of THE MOST Important Game result you could play for over the next 12 weeks for your business / career or life.

Examples of a playing for a result of “YES”:

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

Action	Result
ASK each people involved with the company as employees, customers or advocates to talk with you about THEIR vision for the company / cause	Play for “YES”, I will talk with you about it AND have the conversation.
The Visibility skill of networking and follow up: attend networking events and make Follow Up calls	Play for “YES, I want to know more about what you do and I will meet with you to discuss it.”
The Visibility skill of blogging: write provocative blog posts that spark engagement	Play for “YES, I will write a comment about the value of your article”.
The Enrollment skill of recruiting players to practice your coaching. Connect with potential players.	Play for “YES, I would LOVE to be your player!” And conduct the first session.
90-Day Challenge to write and share a chunk of your book and ask for feedback from different readers.	Play for “YES, I would love to read it.” And they send you written feedback.
Plan a talk or a “meetup” or even a party.	Play for “YES, I will attend.” AND they show up.
90-Day Challenge to exercise in a unique ways for WITH a different person each time.	Play for “YES, I will exercise with you.” AND they show up.

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### 3) Brainstorm a few Creative Experiments for your game action

**Two key things:**

**1) Find ways to have fun with your action. Avoid the trap of giving yourself work to struggle through.**

Let your imagination run wild with ideas that will make your “ASK” actions more interesting and fun WHILE you are doing them. Remember the idea is to “THINK-CREATE-LEARN”

**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 actions 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 Worker 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 different ways?

I wonder how I could do this in different places?

The idea is to take your 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.

### 4) Share on your game card and collect the points. YES!

	<p><b>Step 1: Click through to your game card.</b></p> <p>Find the <b>PLAY 2 WIN</b> badge.</p>  <p><b>You will see the game card description...</b></p>
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	<p><b><i>Play Mission:</i></b> I just transformed my major initiative into a RACE! Whoa! Here is what I am going to do...</p> <p> <b>Click the SHARE button</b> in the right column.</p> <p>A text entry window will appear. Complete this statement on your game card by sharing your game activity and result.</p>
	<p><b>Get your FB friends cheering you on! (optional)</b></p> <p></p> <p>Under the share box you will see the Facebook login button and “Share On Facebook” button.</p> <p>If you share on Facebook you earn +1 Bonus point in your total score.</p>
	<p><b>After you engage in your game action...</b> <b>Click on Game Action button on the game card</b> Look for the <b><i>PLAY 2 Win</i></b> Badge.</p> <p><b><i>Play Mission:</i></b> I just took action in my RACE. Here is what happened...</p> <p> <b>Click the SHARE button</b></p> <p>Remember to share with the intention to inspire. Share about how you did a 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> POSSIBILITY!! Whenever possible, share a photo of you in action!</p>
	<p><b>After you get a result that you are playing for in your game, go to the BIG WINS section</b> Look for the <b><i>PLAY 2 WIN</i></b> Badge.</p> <p><b><i>Play Mission:</i></b> I just achieved the BIG WIN in my RACE. Here</p>

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	<p><i>are my highlights...</i></p> <p> <b>Click the SHARE button</b></p> <p>Remember to share what the result is, the challenges you faced and new capabilities that you learned. Make it inspiring!</p> <p>Again, share a photo if possible!</p>
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### 5) 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 game of ASK. 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.