



GAMESTORMING

*A playbook for innovators,
rule-breakers and changemakers.*

© 2011 Dachis Group. Confidential and Proprietary

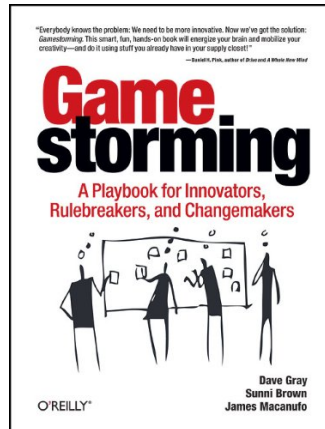


Welcome.

Welcome to this workshop — and welcome to the future of work.

It's called Gamestorming.

■ Why Gamestorming?



© 2011 Dachis Group. Confidential and Proprietary



We're moving from an industrial to a knowledge economy, where creativity and innovation will be the keys to value. New rules apply. Yet 200 years of industrial habits are embedded in our workplaces, our schools and our system of government. How must we change our work practices to win in the 21st century? Gamestorming is a for people who want to design the future, to change the world, to make, break and innovate. It's a rough-and-ready toolkit for inventors, explorers and change agents who want to use design thinking to navigate successfully in complex and uncertain knowledge and information spaces, to engage others, and to start, grow and sustain movements for change. Gamestorming is a set practical, proven solutions to common workplace challenges. Learn how to engage people in your project, to get better traction and move more quickly with groups, to make things happen and get better, faster decisions and results.

■ Gamestorming

*Brainstorming,
but with games.*

*Design thinking
for normals.*

© 2011 Dachis Group. Confidential and Proprietary



[CLICK] Basically, it's brainstorming, but with games. You can call them exercises too.

[CLICK] And it's design thinking for normals.

These methods can be used by novices *and* experienced practitioners.

Exercise: Draw how to make toast

Objectives:

1. Prove that yes, you can draw
2. Understand mental models

Don't think too hard about it

First thing that comes to mind



The goal.

Teacher guideline:

Story about "Have you noticed that in pictorial the best artists often lose? They tend to get caught up in the drawing instead of conveying the idea."

5 min to draw toast

10 min report back among each tables' people

Ask people to reflect on what similarities they see.

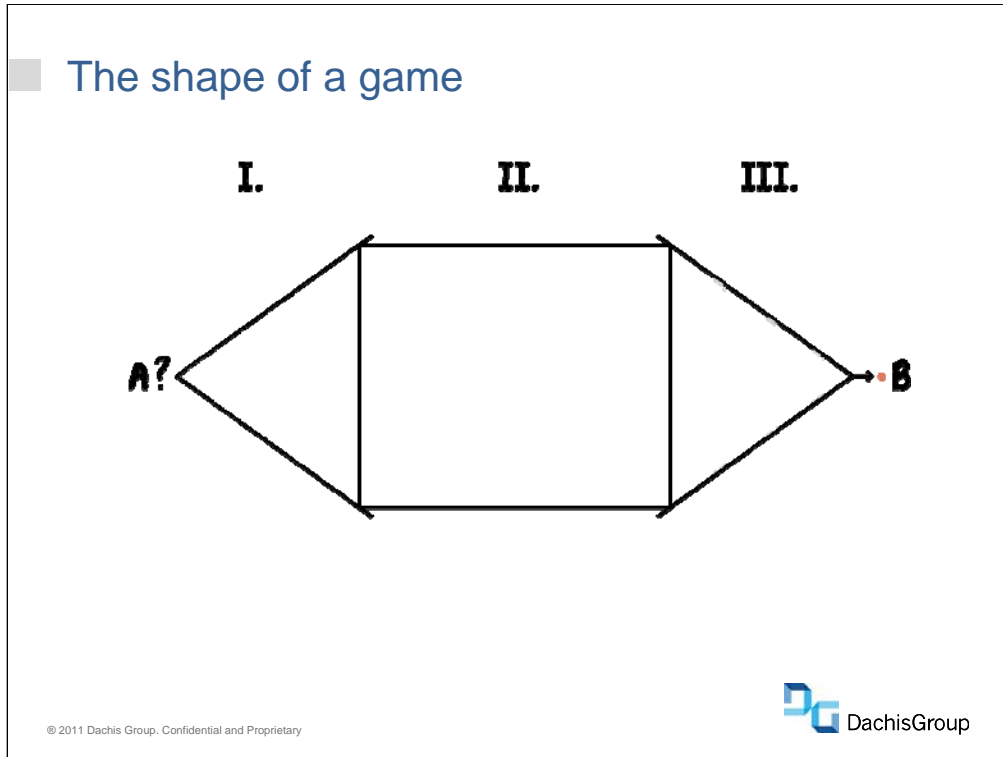
Note that although every drawing is different, all are correct.

■ How this relates to leadership

+ Listening

+ Facilitating

+ Communicating



The goal of the game is to get from A, the initial state, to to B, the target state, or the goal of the game.

In between A and B you have the stubby pencil — that’s the shape you need to fill with your game design.

The target state is the goal of the game. You need to begin with the end in mind.

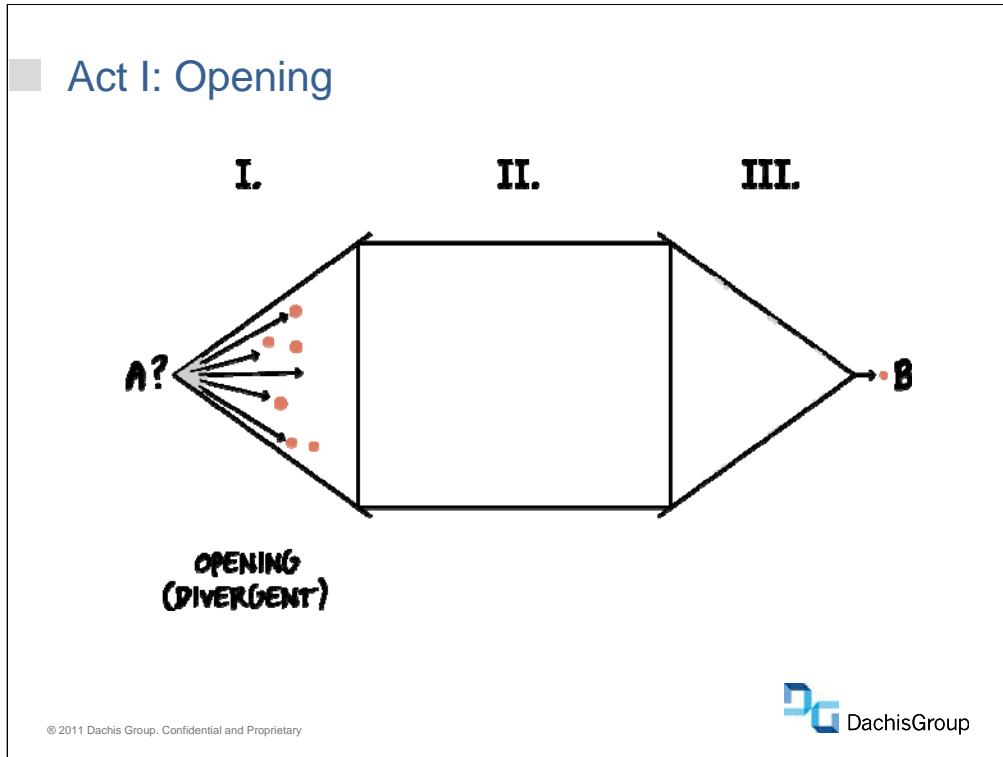
- What do you need to have accomplished by the end of the game?
- What does victory look like?
- What’s the takeaway?

That’s the target state, the outcome of the game. We like to think of the target state in terms of some tangible thing which can be anything from a prototype to a project plan or a list of ideas for further exploration. It really helps if the goal is tangible; it gives people something meaningful to shoot for and gives them a sense of accomplishment when they have finished.

The initial state is basically:

- What do we know now — and what don’t we know?
- Who is on the team?
- What resources do we have available?

Once we understand the initial and target states as best we can (and remember that many goals are fuzzy) it’s time to fill in the shape of the game. Like a good movie, it unfolds in three acts.



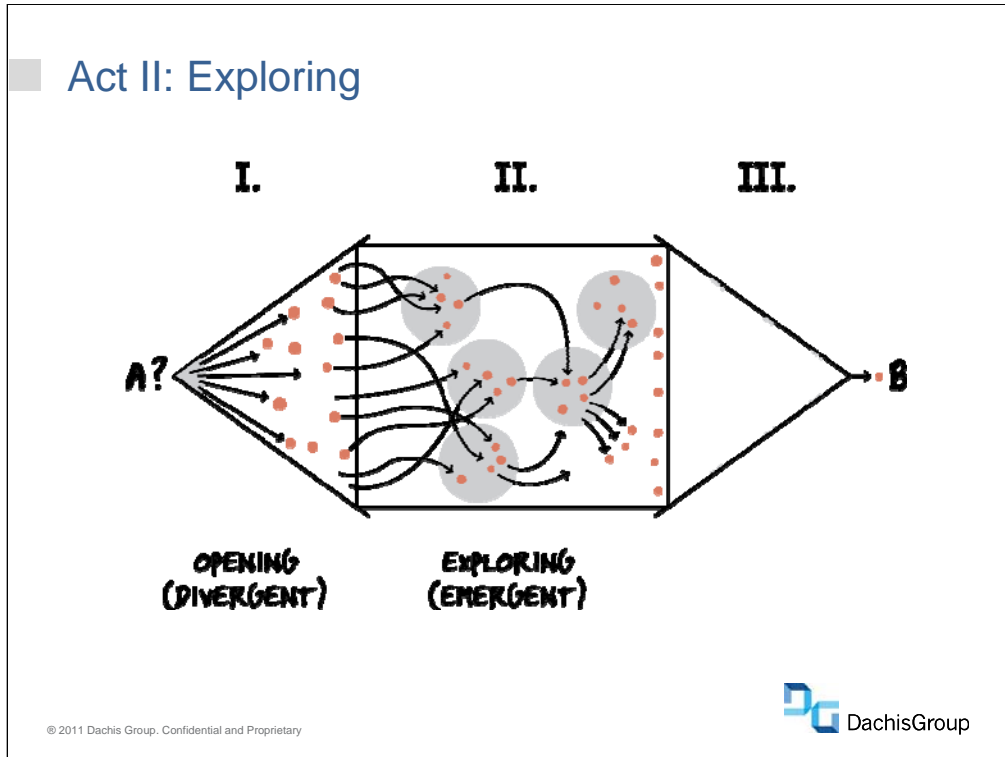
OPENING

The first act opens the world by setting the stage, introducing the players, and developing the themes, ideas and information that will populate your world.

The first act is the opening act and it's all about opening — opening people's minds, opening up possibilities. It's about getting the people in the room, the cards on the table, the information and ideas flowing.

You can think of the opening as a big bang, an explosion of ideas and opportunities. The more ideas you get out in the open, the more you have to work with in the next stage.

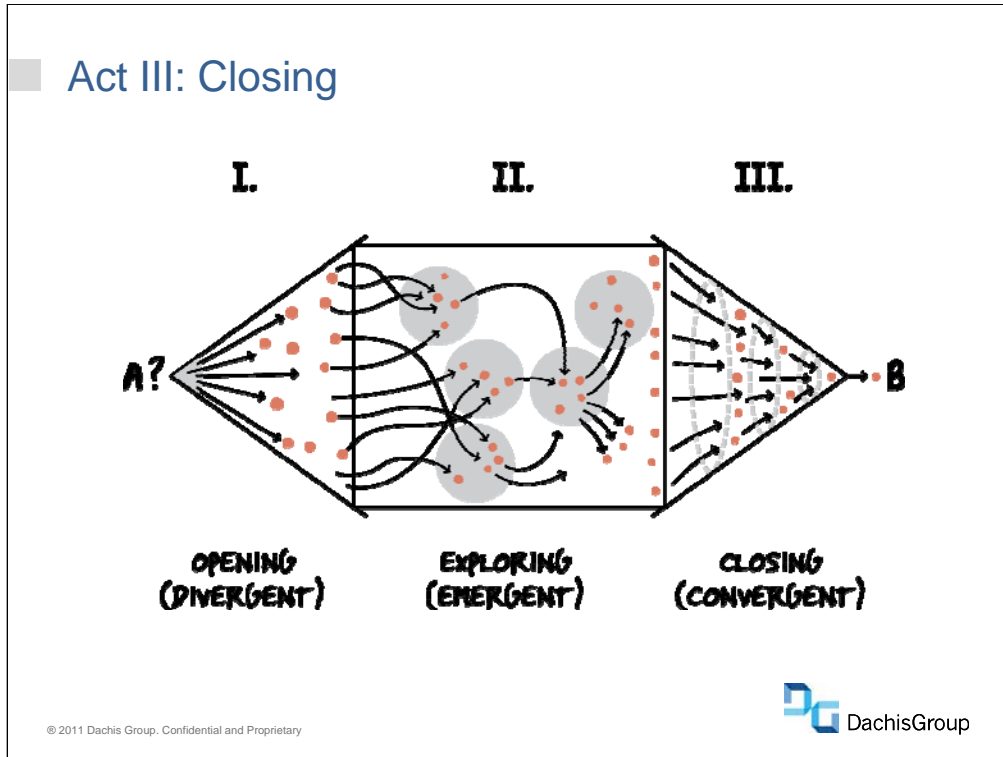
This is not the time for critical thinking or skepticism; it's the time for blue-sky thinking, brainstorming, energy and optimism. The keyword is divergent — you want the widest spread of perspectives; you want to populate your world with as many and as diverse a set of ideas as you can.



EXPLORING

Once you have the energy and the ideas flowing into the room, you need to do some exploration and experimentation. This is where the rubber hits the road, where you look for patterns and analogies, try to see old things in new ways, sift and sort through ideas, build and test things and so on.

The keyword for this second stage is “emergent” — you want to create the conditions that will allow unexpected, surprising and delightful things to emerge.



CLOSING

In the final act you want to move toward conclusions — toward decisions, actions and next steps. This is the time to assess ideas, to look at them with a critical or realistic eye. You can't do everything or pursue every opportunity.

- Which of them are most promising?
- Where do you want to invest your time and energy?

The keyword for the closing act is “convergent” — you want to narrow the field in order to select the most promising things for whatever comes next.

There's no single right way to design a game or meeting. There are always unique situations, cultures, dynamics.

But opening, exploring and closing are the core principles that will help you orchestrate the flow and get the best possible outcome from any group.

How much do you control?

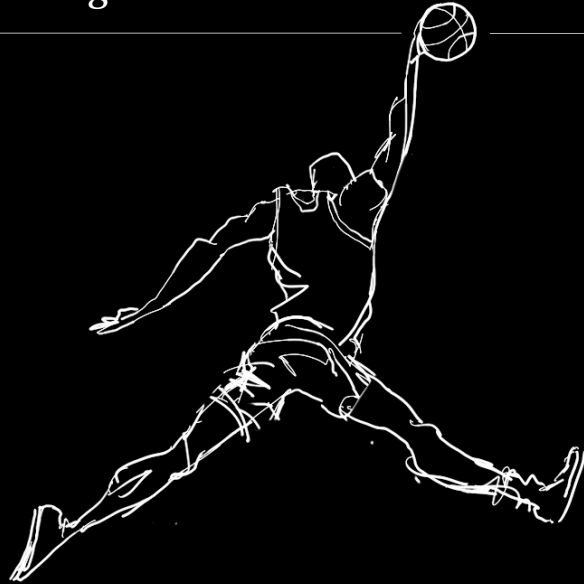
Clarity > Understanding > Decisions > Action > Result

what is the change you want?

Clarity > Understanding > Decisions > Action > Result

Visual thinking leads to success

Michael Jordan
Lance Armstrong
Jackie Joyner-Kersey
Jack Nicklaus
Wayne Gretzky



Teacher guide:

This illustrates the concept of visualizing success. In the past, most individuals would define what was possible by what they had seen, not what they could imagine.

The four-minute mile is a terrific example – it used to be considered impossible. Once the record was broken, the new record was broken again within a month. Once the field had seen it was possible, it became more likely.

We want our presentations to have that same level of imagination – we want others to “see” that what we are proposing is possible.

**Now, picture a result in your
mind's eye.**

Visualization exercise: Envision a result

Objectives:

1. Drawing practice
2. Learn to visualize a goal

“The page is a stage”
“Fly on the wall”
“Observe objectively”



Teacher guide:

Break out: 5 min for activity

Report back: 20-30 min.

Affinity map of the vision drawings: 20 min.

Based on affinity maps, shift people and move tables (This can be a good time for a break)

10 min to discuss and visualize a synthesized vision

20 min to report back a common vision

Other notes:

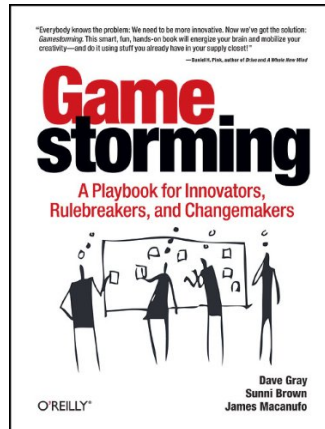
Make sure at end you affinity map a group to ID new teams.

During the report back ask attendees to capture their picture with 3-5 word statement.

Ask attendees what they think of the process, how they do this sort of analysis now, etc.

Also introduce the Yo Yo exercise for facilitators (call and response to trigger folks to regroup).

www.gogamestorm.com



© 2011 Dachis Group. Confidential and Proprietary



These ten essentials are in the book, along with some other core skills, core games, and dozens of new and old methods for being creative and answering questions.

We see Gamestorming as a movement and encourage the development and participation of the larger community. In addition to the book, there's a web site at gogamestorm.com run by Dave Gray. It features new games, discussion and is meant to give all of us the opportunity to improve our methods, share personal knowledge and experience and grow the collection of game / exercises / methods – whatever you want to call them.