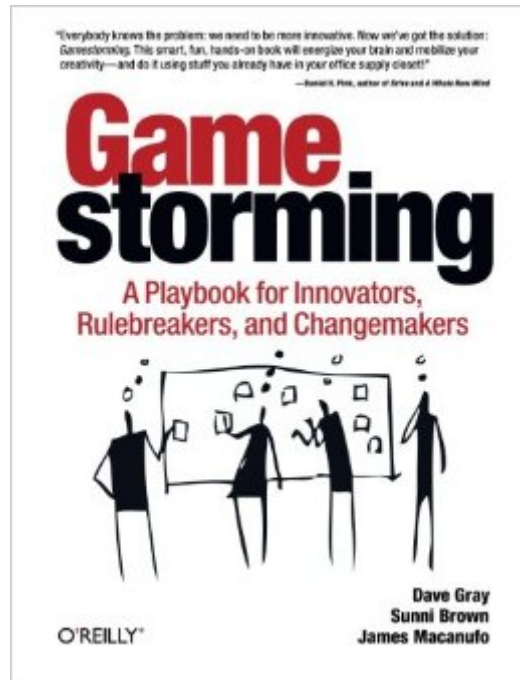


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# Gamestorming: A Playbook For Innovators, Rulebreakers, And Changemakers



## Synopsis

Great things don't happen in a vacuum. But creating an environment for creative thinking and innovation can be a daunting challenge. How can you make it happen at your company? The answer may surprise you: gamestorming. This book includes more than 80 games to help you break down barriers, communicate better, and generate new ideas, insights, and strategies. The authors have identified tools and techniques from some of the world's most innovative professionals, whose teams collaborate and make great things happen. This book is the result: a unique collection of games that encourage engagement and creativity while bringing more structure and clarity to the workplace. Find out why -- and how -- with Gamestorming. Overcome conflict and increase engagement with team-oriented games Improve collaboration and communication in cross-disciplinary teams with visual-thinking techniques Improve understanding by role-playing customer and user experiences Generate better ideas and more of them, faster than ever before Shorten meetings and make them more productive Simulate and explore complex systems, interactions, and dynamics Identify a problem's root cause, and find the paths that point toward a solution

## Book Information

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## Customer Reviews

The authors deserve credit for pulling the content of this book together and organizing it in a way that is inviting and intuitive to read and browse. It's all about using games to help groups of people think about and address business challenges in creative ways. Although it has 8 chapters,

Gamestorming really divides into two major sections: (1) an introductory set of chapters that define what games are, their key characteristics and skills for effective play and (2) an expansive collection of about 90 games, each with rules and strategy explained in one to three pages of text. The book concludes with a short example of how to put games to practical use.

**PROS:** Gamestorming is an engaging, one-of-a-kind resource for using games in business settings. The introduction and early chapters are well geared to those without much gaming background and do a good job explaining how games can be used to help groups define problems, clarify thinking, generate ideas and ID next steps. There is even a small section with simple drawing tips for illustrating ideas...a nice addition. The diverse selection of games, which appropriately fills more than three-quarters of the book, is applicable to a range of situations. Think of it like a collection of "recipes" for games, which good facilitators can follow exactly or adapt to their own needs. Purely as an idea book for business games, it would rate at least a "4" but there are a few things that make it less useful than it probably could be for some audiences.

**CONS:** The book is ambitiously written for "the novice and the experienced practitioner alike," but appealing to everyone can be tough. Novice facilitators will like the intro but may find the later sections somewhat lite on game strategy.

In their book, Dave Gray, Sunni Brown, and James Macanufo have researched and codified a number of strategies to help people generate new ideas, work through them, and act on them. But in making this book, the authors have done more than create a valuable reference of approaches for idea generation and decision-making: they've also begun to create a shared language that we can all make use of. Rather than going into the games cold, they begin by placing them in the context of a larger framework, allowing the reader to better understand how each game could best suit their situations and mix and match with each other. Those who've read Gang of Four patterns in the programming world, have dabbled with various design pattern libraries, or are familiar with other collections taking the approach of Christopher Alexander's "A Pattern Language" may find the format recognizable. As they never mention a pattern approach, I'm not sure if the authors intended it that way, but the book is structured in a very similar fashion: naming each game, explaining the basic layout of how it works, and when to apply it. As with the other pattern-related books, the authors do not claim to know it all, and in fact expect others to discover more patterns -- in this case, the games -- and for the ones they mention to be refined over time. Also similar to the pattern-based approaches, they encourage the reader to use the ones they feel will best fit together for what they need to accomplish, rather than use them in very prescriptive ways.

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