Games for Doing

Don McGreal

don.mcgreal@improving.com

@donmcgreal  @tastycupcakes

linkedin.com/in/donmcgreal
Games for Doing
Don McGreal
About us

Dallas, Houston, Minneapolis, Columbus, Calgary

improving
It’s what we do.™

Visit our booth!
Our Outrageous Goal

In ~70 minutes, each team will:

1. Conceive a brand new product
2. Craft a vision for the product
3. Generate a Product Backlog
4. Order the Product Backlog
5. Size the Product Backlog
Types of Games

Learning

Emotional
Recall or create an emotional experience

Impressional
Memory games. ‘Every Good Boy Deserves Fudge.’

Working

Physical
Doing. Muscle Memory,

Activity 0: Pick Your Product

- Each team select one number and one letter
### Activity 0: Pick Your Product

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<th>Social Media</th>
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<th>Hospitals</th>
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<td>1</td>
<td>Photos</td>
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<td>Prisons</td>
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<td>Travel</td>
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<td>Sports Teams</td>
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<td>Commerce</td>
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<td>Entertainment</td>
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<td>Governments</td>
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</table>
# Activity 1: Business Model Canvas

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
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</thead>
</table>
| To maintain your business | To build your business  
  - Demand  
  - Delivery  
  - Operations | How will you help your customers?  
  How do you meet their  
  - Challenges  
  - Goals  
  - Desires | Necessity  
Vendor  
Trusted Advisor  
Partner  
Advocate  
Identity & Esteem | Who are they?  
What are their  
- Challenges  
- Goals  
- Desires |
| Services  
Suppliers | | | | |
| What will they provide? | | | | |

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Channels</th>
<th>Revenue Streams</th>
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| That you will need  
  - Equipment  
  - Staff  
  - Financial  
  - IP  
  - Systems | Customers  
-Become Aware  
-Evaluate  
-Purchase  
-Take Delivery  
-Receive Support | How will customers prefer to pay?  
What will be the average price they will pay?  
How many paying customers do you expect? |

| Cost Structure | |
|----------------||
| Significant Costs in Business Model  
Key Activities  
Key Resources  
Estimate and Quantify | |

[Visit businessmodelgeneration.com](http://businessmodelgeneration.com)
Activity 1: Business Model

Customer Segments

Value Propositions
Activity 1: Business Model: LinkedIn

Customer Segments
- Professionals
- Recruiters
- Companies

Value Propositions
- Networking
- News
- Find Candidates
- Branding
- Advertising
Give them a Hot Tub

• Present product
  – Concept
  – Possible features
  – Throw in a hot-tub

• Hot Tub
  – Create Cognitive Dissonance
  – Rationalize back to potential new features
Activity 2: Innovation Games® Product Box

**Front**
- Product Name
- Image
- Target Customer
- Top Value Prop

**Back**
- Sub-features
Customers & Value Propositions

Customer Segments

Value Propositions
Activity 3: Silent Collaboration

Customer Segments

Value Propositions

User Stories & Features
Activity 3: Silent Collaboration

1. For 2 minutes, silently write your features.

2. Then one by one, each team member reads one feature. If good, put it in the middle of the table.

3. If you have a duplicate, let your team know and destroy one of the cards.

4. Continue until all the cards are in the middle of the table.
Activity 4: Thirty-Five

1. Everybody starts with a Product Backlog card and a pen

2. Each round find someone to pair with and discuss the two cards

3. As a pair, divide 7 points between the two cards based on their relative value (e.g. 7:0, 6:1, 5:2, 4:3)

4. Write the number on the back of each card then swap
Each team needs to size a list of items in terms of effort. One at a time, each team member has 30 seconds to:

- **Select a new item** and place it below one of the sizes.
  - or
- **Steal an existing item** and change its size.

After every move, explain your decision to your team. Elect a person to keep time.
Thank You!

Michael McCullough

Don McGreal

Visit our booth!

michael.mccullough@improving.com
@mccm68
micmcc

don.mcgreal@improving.com
@donmcgreal
donmcgreal