
Contents

Foreword	xiii
Preface	xv
CHAPTER 1	
What Is a Game?	1
The Evolution of the Game World	2
The Game of Business	4
Fuzzy Goals	5
Game Design	9
CHAPTER 2	
10 Essentials for Gamestorming	15
1. Opening and Closing	15
2. Fire Starting	17
3. Artifacts	17
4. Node Generation	18
5. Meaningful Space	20
6. Sketching and Model Making	22
7. Randomness, Reversal, and Reframing	23
8. Improvisation	24
9. Selection	25
10. Try Something New	26
CHAPTER 3	
Core Gamestorming Skills	27
Asking Questions	27
Creating Artifacts and Meaningful Space	32

Employing Visual Language	39
Improvisation	49
Practice	51
CHAPTER 4	
Core Games	53
The 7Ps Framework	54
Affinity Map	56
Bodystorming	59
Card Sort	61
Dot Voting	63
Empathy Map	65
Forced Ranking	67
Post-Up	69
Storyboard	71
WhoDo	74
CHAPTER 5	
Games for Opening	77
3-12-3 Brainstorm	78
The Anti-Problem	80
Brainwriting	82
Context Map	84
Cover Story	87
Draw the Problem	90
Fishbowl	92
Forced Analogy	95
Graphic Jam	96
Heuristic Ideation Technique	98
History Map	100
Image-ination	103
Low-Tech Social Network	105
Mission Impossible	107
Object Brainstorm	109

Pecha Kucha/Ignite	111
Pie Chart Agenda	112
Poster Session	114
Pre-Mortem	117
Show and Tell	119
Show Me Your Values	121
Stakeholder Analysis	124
Spectrum Mapping	127
Trading Cards	130
Visual Agenda	132
Welcome to My World	134

CHAPTER 6

Games for Exploring 137

The 4Cs	138
The 5 Whys	141
Affinity Map	144
Atomize	147
The Blind Side	149
Build the Checklist	151
Business Model Canvas	153
Button	155
Campfire	156
Challenge Cards	158
Customer, Employee, Shareholder	159
Design the Box	161
Do, Redo & Undo	164
Elevator Pitch	166
Five-Fingered Consensus	170
Flip It	171
Force Field Analysis	174
Give-and-Take Matrix	177
Heart, Hand, Mind	179

Help Me Understand	181
Make a World	184
Mood Board	186
Open Space	188
Pain-Gain Map	190
The Pitch	192
Product Pinocchio	194
Post the Path	201
RACI Matrix	203
Red:Green Cards	205
Speedboat	206
SQUID	208
Staple Yourself to Something	210
SWOT Analysis	212
Synesthesia	216
Talking Chips	217
Understanding Chain	218
Value Mapping	221
The Virtuous Cycle	223
Visual Glossary	225
Wizard of Oz	227
The World Café	228
CHAPTER 7	
Games for Closing	231
\$100 Test	232
20/20 Vision	234
Ethos, Logos, Pathos	237
Graphic Gameplan	238
Impact & Effort Matrix	241
Memory Wall	242
NUF Test	244
Plus/Delta	246
Prune the Future	247
Start, Stop, Continue	249
Who/What/When Matrix	250

CHAPTER 8

Putting Gamestorming to Work..... 253

- Imagine a World: The Betacup Story 253
- Game 1: Poster Session 254
- Game 2: Go for a Walk 255
- Game 3: Make Something Tangible 256
- Game 4: Bodystorming 256
- Gamestorming Results 257

Index..... 259