



FISA Coaches Conference 2015
"Game the Game"
11.20.15



GO THE EXTRA MILE

THE SCIENCE AND POWER OF GAME DYNAMICS
CREATES RESULTS YOU CAN SEE, FEEL, AND MEASURE.

OUTCOMES

REMEMBER

ALLOW THE SHARED EXPERIENCE OF POSITIVE RISK
TAKING TO CREATE POWERFUL MEMORIES THAT YOU
AND YOUR AUDIENCE WILL NEVER FORGET.

CARE

CREATE A HIGH STAKES YET SAFE
ENVIRONMENT THAT FOSTERS
ENGAGEMENT AND BUY-IN SO
YOU AND YOUR AUDIENCE
ARE MOVED TO IMPROVE.

game on
communication · leadership · confidence

MYSTERY

INCENTIVE

LAUGHTER

EMPOWERMENT

**GAME
DYNAMICS**

ONE, TWO, THREE

Communication is inherently simple, and it starts from the moment we're born. Infants don't take master classes to assess what personality type they are. They don't strategize or pre-plan the best thing to say in the meeting. They simply look in their parent's eyes, and they connect.

We have to get away from communication on auto-pilot and get back to the basic, instinctual ability to connect that we're born with. We've got to stop the same-old vacant conversations (How was your weekend? "Fine." How was the meeting? "Good" What else is going on? "Nothing") and instead we need to slow down, look in the other person's eyes, and act and react in the moment.

When you play One, Two, Three, you're challenged to accomplish the very humble task of facing your partner, smiling at them, looking into their eyes for longer than a split second, and trading words back and forth. No matter how difficult or complex each round becomes, you will find success by just returning to the simple act of connecting. It can actually be so refreshing to strip away your defense mechanisms, check your ego at the door, let go of the need to plan and prepare, and start by just looking your partner in the eye. As you do, you'll both experience the amazing rewards of pure, positive laughter, cooperative competition, and even a hint of vulnerability.

We're born knowing how to connect, but years of bad conversation and interaction habits can make us lose our way. So unplug, slow down when you're passing someone in the hallway, turn down the voice in your head wondering what you're going to have for lunch. Re-start simply next time by looking the other person in the eye, smiling at them, asking them a question and then listening to their answer from beginning to end. Build this communication muscle every day and you will re-master the art of connection.

It's as easy as one, two, three.

TIE-BACKS

DON'T BOUNCE, DON'T STARE, CONNECT

Notice how little we truly make appropriate eye contact with another person unless asked to do it in a silly game. Sure, we do it for a second (bounce) or linger (stare). Your new goal is to find the happy balance and authentically connect.

LISTEN, DON'T WAIT TO TALK

It's easy to count to three until another person or pattern is involved or until you make a mistake. Pay attention to the difference between actively listening (good) vs. simply waiting to talk (bad).

DON'T BE TOO COOL FOR SCHOOL

Remember when you were 7 years old. No names, no worries, no ego, no judgment. All you wanted to do was play. Get back to that time.

EXPERT SPEAKER

We are all afraid of being laughed at or being wrong. Seriously, just think back to your childhood and try to remember a time when you felt embarrassed and you'll also feel your stomach tighten, shoulders tense, and pulse increase. No person wakes up thinking "I hope I get humiliated today" and the scars of past embarrassment are one of the main factors that shape our current self-confidence and ability to communicate.

The good news is, there's an exercise you can practice to increase your confidence and invite creativity and humor back into your daily interactions. Expert Speaker counters your negative inner-monologue by creating a situation where mistakes are impossible. Here, you learn to lose the fear of being laughed at after saying something unexpected or ridiculous. Instead, the more positive risks you take, the more validation you hear as your peers and teammates laugh *with* you.

The rules of Expert Speaker are also universal rules throughout game on:

- **AGREEMENT** (aka "Yes, and"): Everything you say is correct, we will all agree with what you say, and we will validate what you say by adding information to your idea.
- **HAVE EACH OTHER'S BACK**: Because we all have to agree, we could put people in an uncomfortable position or make it easy to disrespect someone in front of their peers. Instead, let's keep things appropriate and set each other up for success. Let's all laugh *WITH*, rather than laugh *AT*.

So, find a trusted friend or two and practice being an Expert. Discover a renewed confidence in your body language, facial expressions, tone of voice, and sense of humor. You'll soon realize that you can think very quickly and creatively on your feet while still keeping your message on track.

TIE-BACKS

ACTIONS SPEAK LOUDER THAN WORDS

You have permission to enter the situation with visible confidence and to speak and behave like an Expert.

TRUST YOUR ANSWER

If you can speak with confidence, clarity, and creativity about a random topic, you can certainly be an Expert on the real topics when they come up. Remember, no one will challenge you on brain surgery unless you're a brain surgeon. The main topics you'll be talking about are what you do for a living and YOU.

SURROUND YOURSELF WITH PEOPLE WHO "HAVE YOUR BACK"

When you create an environment of support by surrounding yourself with people who have your back and make you feel like a hero... your confidence, intelligence, and creativity will naturally surface. Say goodbye to the knuckleheads and keep these good people around!

DIMMER SWITCH

Your personality is amazingly adaptable. It can (and should) change depending on the situation. At the same time it's vital that you stay true to yourself and come across authentically without ever forcing or faking it. So how can you do both? How can you change and stay the same?

Try thinking of your personality like a set of clothes: you have to find the right attire for the situation, but it's always you underneath. For example, you wouldn't wear a loud, colorful, tie-dye shirt to a conservative board meeting, and you wouldn't wear a serious, reserved, black suit to the beach. By thinking of your personality on a number scale, you can get to a place where your energy comes across as authentic but still adaptable.

Dimmer Switch uses the numbers 8 and 3 because they are reasonable extremes (avoiding 1 and 10 because they are too over-the-top and not realistic). Neither of these numbers are negative, they're simply different. Your 8 side may be louder, more assertive, magnetic, and enthusiastic. Your 3 side is more reserved, calm, patient, and observant. The goal is to increase your confidence on both sides of the scale and all numbers in between. So if you tend to feel more comfortable on the 3 side, this is your chance to find moments to get to an 8. And if you're a natural 8, start leaning back and practicing your 3.

It's also important to remember that your 8 and 3 are completely unique to you, and that you'll have results that can only be measured on your own scale. In this way, one person's 8 energy level may actually be higher or lower than another person's 8, and vice versa with 3. You shouldn't try to copy or be the same 8 or 3 energy as someone else. Instead, you must adapt at your own pace and in your own unique voice.

The win happens when you can recognize your current personality number while being able to adjust your energy up or down depending on the situation. In Dimmer Switch, you'll practice making personality adjustments not to *CHANGE* who you are, but to *GROW* who you are.

TIE-BACKS

START AT 5

Enter each conversation in the middle so that you have room to adjust up or down as needed.

CHANGE SPEEDS

Listen actively and adjust accordingly based on the conversation, questions, circumstance, etc. Adjust your speed to the flow of traffic.

YOU'RE ALWAYS ON

Stop waiting for the right moment to "turn it on" or "check out". Your personality isn't an ON/OFF switch, it's a Dimmer Switch. You are always on and must be ready to adapt.

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