



Play

Using play to generate ideas, foster creativity, increase enjoyment, improve staff retention and support productivity

Fostering a culture of play and playfulness in teams inherently creates a state of well being and optimism. It is not only a way of creating a cheerful place to work, it is also a vital ingredient to innovative thinking and the generation of ideas.

Albert Einstein is often cited as saying that no problem was ever solved within the same thinking that created it. In other words, it's important to find ways to break out of our existing patterns of thinking and open up to the possibilities that exist outside of it.

Play and playfulness can be used purposefully and consciously as a means of shifting paradigms, dissolving limited thinking patterns, and fostering an environment of innovation.*

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*Sample only

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If you are curious about the next steps towards building your **transformational future**, let's start the conversation:

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