

# Activity 2.5 Cultivating a Willingness to Play

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## Description

This activity encourages participants to take themselves less seriously and play with ideas (and one another). When we play, we explore—which offers an opportunity to let down our analytical guard and see with fresh perspectives.

## Learning Goal

- Learn how to use techniques like “limiting allotted time” or “creating playful competitions” to enhance creativity.

## Instructions (40 minutes)

<b>Set Up</b>	<p><b>Prepare for the Activity</b></p> <p>Organize participants into pairs or small groups (3-5 ppl).</p> <p>Begin by introducing the learning goals of this activity.</p>	
<b>Step One</b>	<p><b>Introduce Monroe’s Motivated Sequence</b></p> <p>In small groups, introduce a common persuasive “pitch” formula called Monroe’s Motivated Sequence. Participants may recognize this sequence from the format of many television ads and infomercials.</p>	<b>5 min</b>

<sup>1</sup> **Citation for this activity:** Lori Britt (2023). Cultivating a Willingness to Play. In Hartman and Byrd (Eds), The Interactivity Foundation Collaborative Discussion Toolkit. Retrieved from <https://www.collaborativediscussionproject.com/activities/module-2>

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	<p>5 Steps (in this order):</p> <ol style="list-style-type: none"> <li>1. Grab audience’s attention.</li> <li>2. Present the need– Discuss the current situation and why something needs to be done. Appeal to emotions.</li> <li>3. Offer a product/solution that addresses the need.</li> <li>4. Describe how the world will look if this product or solution is implemented, help the audience visualize.</li> <li>5. Call to Action – Ask them to buy or support the product/solution and why they must do it now.</li> </ol> <p><b>Facilitator Tip:</b> Show any ad to help them “see” Monroe’s sequence – the Old Spice commercials with the man on the horse are a great example and show a playful ad.</p>	
<b>Step Two</b>	<p><b>Develop a 2-minute Pitch</b></p> <p>Challenge the groups to quickly come up with a product or idea that will address a public need. Follow Monroe’s sequence to develop a quick 2-minute pitch. Remind the groups to name the product or idea with a catchy name. Explain to them that they will each be playing a part in the commercials they create. Encourage them to have fun with this and think outside the box.</p>	<b>10 min</b>
<b>Step Three</b>	<p><b>Present Pitches to the Full Group</b></p> <p>Invite each small group to present their pitch with everyone in the group delivering a part. For fun, the full group can vote on the top pitch.</p>	<b>15 min</b>
<b>Step Four</b>	<p><b>Debrief as a Full Group</b></p> <ul style="list-style-type: none"> <li>• What did it feel like to do this so quickly? Did you feel like you were free to be playful or silly? Did the format of creating a commercial or infomercial allow you to be less serious?</li> <li>• How difficult was it to come up with an idea originally?</li> <li>• Once you had your idea, how easy or difficult was it to develop a pitch to persuade others to buy or support your idea?</li> </ul>	<b>10 min</b>

## Reflection Journal

- Discuss how much energy was created when the group had to work quickly. Are there ways this energy might be both positive and negative to groups trying to engage in collaborative discussion?
- This activity intentionally used limited time to support creativity. What other techniques or processes can enhance creativity?
- Can you see how, once people develop an idea, they get invested in it? In what ways could this support or challenge collaborative discussion?

## Practice Journal

This week, practice being more playful in a group setting. Introduce a fun way to complete a standard exercise or task. Create a game, song, challenge, reward structure for a group. Describe what impact, if any, this had on the group's work. Was it hard to get others to participate? How did you convince them?

## Dive Deeper: Additional Resources

- Forthcoming

## Activity Cluster

2.5 Cultivating a Willingness to Play

[5.6 Building and Shifting the Discourse](#)