Drama Babe!
Open Up your Customer's Drama Stage

The Drama Game Instructions

Presented at #WisP14

Work=PLAY 2014
Activating FUN through WORK
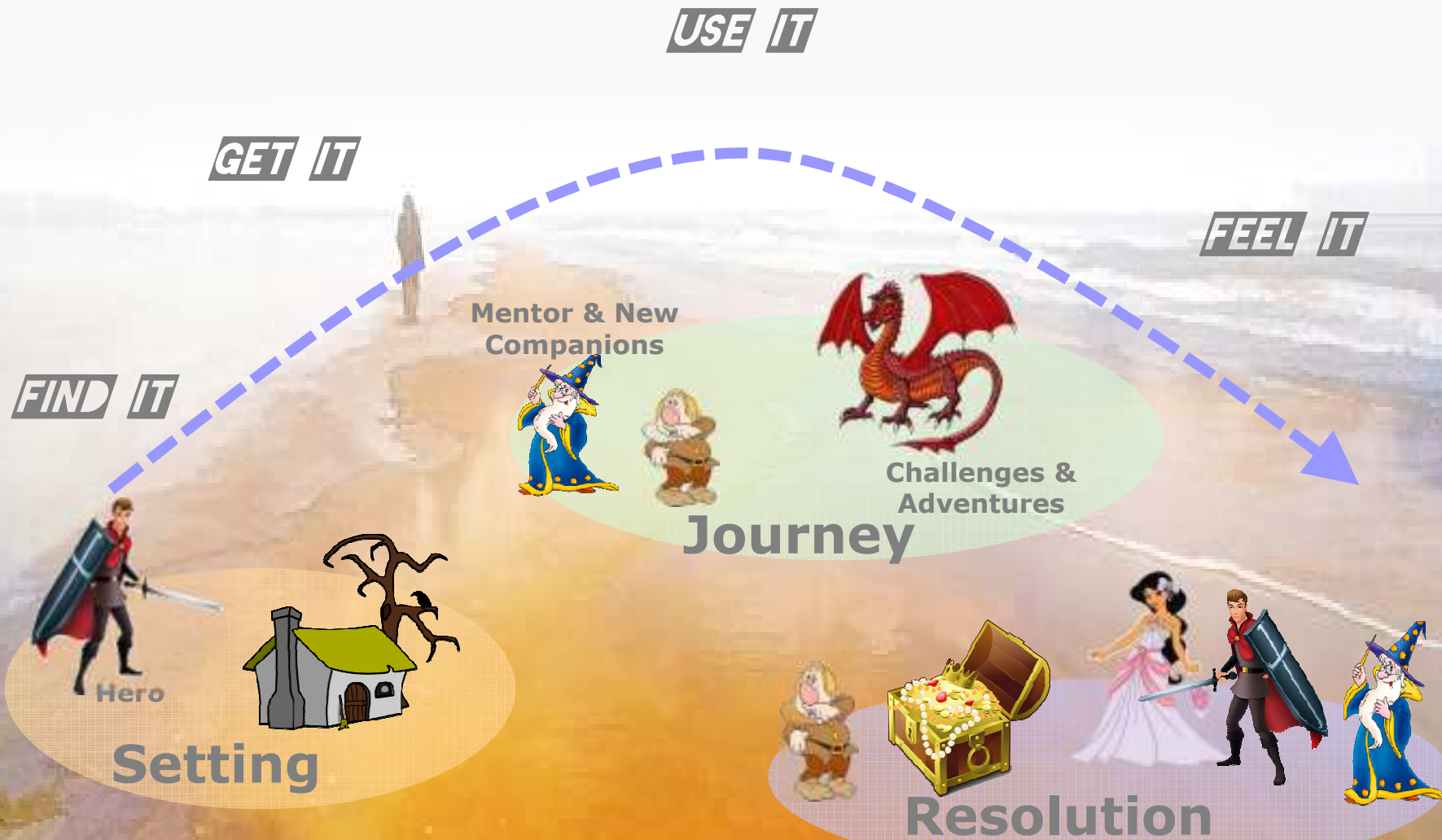
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The Hero is suddenly forced to leave his acquainted **Setting** he lived in *("Old World")* – Something he is missing

To find the missing link The Hero goes on a **Journey – The Quest** He stands Challenges, Adventures, meets his Mentor and new Friends He gains Honour, Wealth and the Virgin

The Hero **Changes** the "old world" with his new Experiences and Values

Hero

Mentor & New Companions

Setting

Journey

Adventures

Resolution

George teaches Joe the Dramatic Arc of a Hero Quest

USE IT

GET IT

FIND IT

FEEL IT

Mentor & New Companions

Challenges & Adventures

Journey

Hero

Setting

Resolution

... and George teaches Joe the Similarity to Service Design

The Hero. For his Journey the Hero leaves his acquainted World. He survives Adventures, fights with Dragons, finds new Friends, and rescues the Virgin.

The Mentor. The Mentor teaches, facilitates, and guides the Hero during the Quest.

Companions & Enemies. During the Quest the Hero differentiates between New Companions and Enemies.

The Dragon. The Hero has to stand several challenges and Fights – the next more dangerous than the previous. The Dragon is the metaphor for the Final Fight, a life-or-death Struggle – All or Nothing.

The Virgin. The Virgin, or The Princess, is the Happiness and Luck the Hero could achieve.

The Treasure. The Treasure is the metaphor for all Experiences, Learnings, Values and Norms the Hero meets at his Quest.

Joe casts with George's Help the Personas for his Story

The Hero's Parents. The Hero's Parents are a metaphor for all what the "Old World" represents: old Values, and old Norms. The Old World holds the Hero back, and shows Resistance to the New – the Change.

The Virgin's Parents. The Virgin's Parents are a metaphor for all what the "New World" represents: new Values, and new Norms. And the New World has Resistance as well – they want to keep and hide their Values.

The Jester / Hero's Buddy. The Hero's oldest pal, they know each other since the flask. The Jester takes nothing serious, he replies everything with a joke, he is open minded, and he pushes The Hero to go for the New again and again.

Virgin's Governance. The Governance is the "Internal Guard" of The Virgin. She keeps the Values and Norms of The New World up and holds The Virgin back to love The Hero too early.

Joe casts with George's Help the Personas for his Story
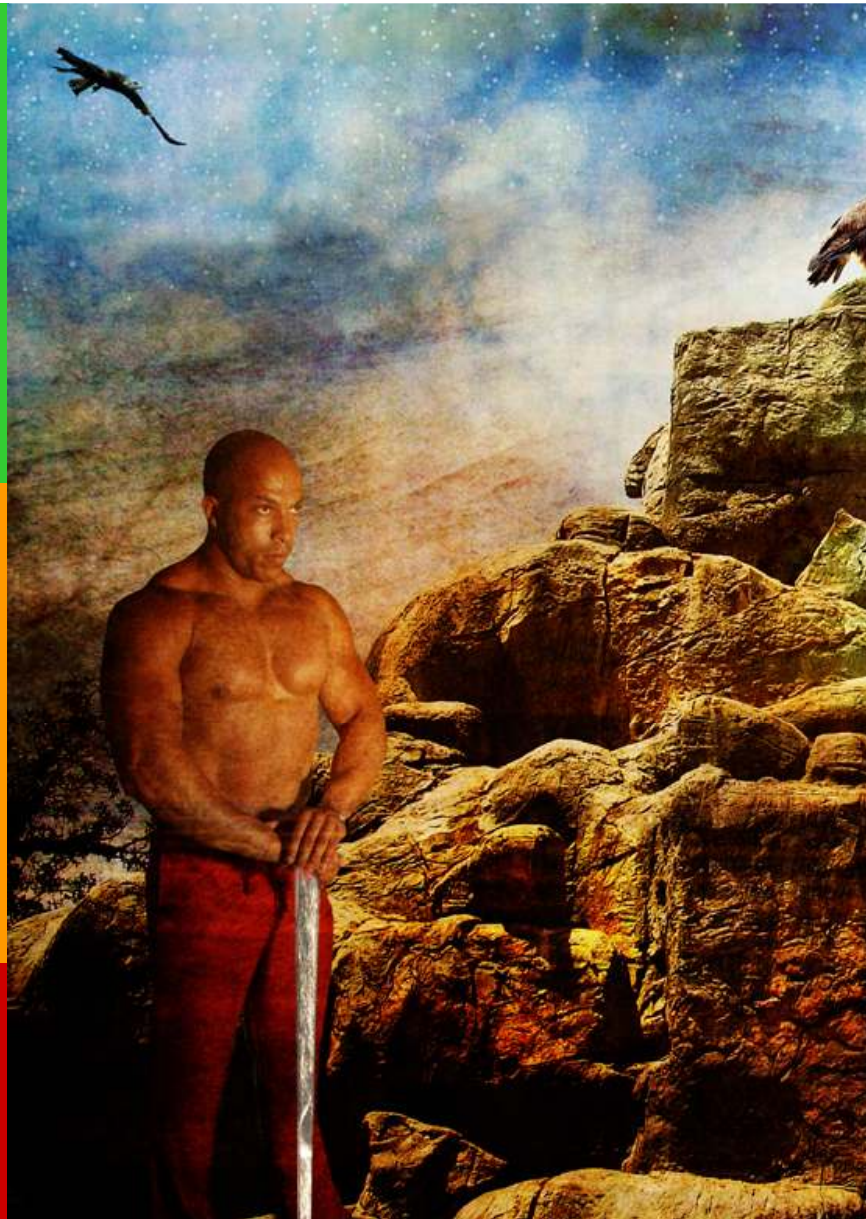
Play The Drama Game with your whole Team, all people and stakeholders involved: *Product Designers, Architects, Developers, and most important Customer representatives*

Play it at different times or milestones in your Product Development Life Cycle, e.g. in Retrospectives

Create a shared understanding of major events and incidents in your project

Publish the Stories, e.g. serialised novel in newsletters; you can even perform a Theatre Play for marketing events

Play the Drama Game

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Objectives

- Players – customers, dev team, architects, and QA, etc. – identify crucial events and incidents during product development.
- Players reflect their behaviour (personal feelings, thoughts, consequences, actions, and sayings) in these events and incidents (Personal Stories). Players reflect in the team switching of roles and value changes during the project.
- Unveiling hidden impediments.
- Players create and communicate a common, sharable story, representing the interpretations of all participants.

The goal of the game is to create a shared understandings of crucial situations ("incidents") happened in the product development life cycle.
Play the game in retrospectives during your project or as post-mortem analysis after the project.

You can play it with unlimited many participants.
As large-group game build teams by their responsibility: group of developers, group of customers, etc.

Duration 2h to 1 work day depending on # players and granularity of details

Play the Drama Game

Playing Instructions

Templates for Quest Events Labels

Templates for Character Stickers

Templates to Write Stories (Story Cards)

Templates for Game Board

Play the Drama Game – http://bit.ly/TheDramaGame

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You can play the game in two ways:

1. For a realistic correspondence to your real-world project pin a thick cord (2-3m) with pins / needles windingly on the wall / floor.
   Make the distances between pins corresponding to real-life time intervals of your project. Stick quest name tags to each.

2. If you do not want to play with needles and pins, use the Game board.

Play the Drama Game – Playing Instructions

1. **Sketch the Story:** ...through a short retrospective select crucial real-life situations ("incidents") happened in your actual product development:
   - discuss with players the proper mapping of each incident to the symbolic quest marks (you can map multiple incidents to marks #6-#7);
   - write the incident as headline (summary) on the associated name tag;
   - each player or team of players chooses a coloured twine.

2. **Write the Drama Stories:** ...for each mark of quest:
   - describe from your point of view only for each incident, what you personally had observed, felt, thought, said, and heard in this situation; use the empathy map on the story card for collecting and clustering information;
   - in case you play with teams, each team member writes her own story; create then a joined story;

3. **Cast your Drama Stories:** ...for all stories at a certain quest mark:
   - discuss in the team which role character (including the "Treasure") fits the story description best;
   - pin/paste the associated role stickers to the story card and beneath the quest mark in question;
   - each author team connects her role stickers of the current quest mark with one of the previous quest mark by her coloured twine;
     Note: role assignments may switch since players switch their perspectives and motivations;
   - update a record which characters enters the first time the "scene" incessantly.

4. **Write the Common Story:** ...combine all individual stories to a common, sharable Story.

5. **Debrief:** ...reflect in the team switching of roles and values changes during the project.

6. **Publish:** ...with the material collected write the Common Story. The Common Story should reflect all personas and their interpretation. Share the Common Story.

Play the Drama Game – Playing Instructions

	Material
1	Game board
1	Rope (2-3 m)
12	Needles or pins
12	Name tags for the Quest
26	Character / Role stickers
13	Coloured twines

Play the Drama Game – Playing Material

6) Proves, Allies, and Enemies

Incident: ....

1) Stay in the Familiar World

Incident: ....

5) Crossing the Border

Incident: ....

8) Fight the Dragon

Incident: ....

11) Renewal / Metamorphosis

Incident: ....

9) The Reward / Seizing the Sword

Incident: ....

2) See The New World / Adventures are Calling

Incident: ....

3) Denying the Call

Incident: ....

4) Encountering the Mentor

Incident: ....

12) Return with The Elixir

Incident: ....

10) The Return

Incident: ....

7) Encroachment to Deepest Hell

Incident: ....

Play the Drama Game – Names of Quest Marks

Print on pasteboard and cut out

Play the Drama Game – Character / Role Stickers

Print 2 copies on pasteboard and cut out

Story Card

Role Label

Name of Player/Team ....

From my point of view the situation at Quest mark # .... was as follows:

....
....
....
....
....
....
....
....

Empathy Map

What does he/she
See
(environment, friends, what the market offers)

What does he/she
Hear
(friends, boss, influencers)

What does he/she
Say and do
(attitude, appearance, behavior)

What does he/she
Think and Feel
(what counts, preoccupations, worries, aspirations)

Pain
(fears, frustrations, obstacles)

Gain
(wants, needs, measures of success)

6) Tests, Allies, and Enemies

7) Encroachment to Deepest Hell

8) Fight the Dragon

5) Crossing the Border

4) Encountering the Mentor

9) The Reward / Seizing the Sword

3) Denying the Call

10) The Return

2) See The New World / Adventures Call

11) Renewal / Metamorphosis

1) Stay in The Old World

12) Return with The Elixir

Improvement is like playing – be enthusiastic and have fun

a story
without love
is not worth
telling.

Questions? – Comments? – Interested in consultancy?

Drop me a note:
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Or call me: +49-172-6915261 (mobil)
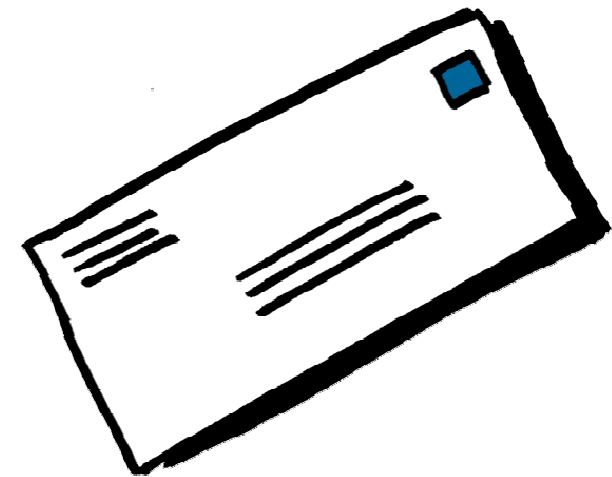
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BE ENTHUSIASTIC AND HAVE FUN!

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Management