

# Activity 2.5 Cultivating a Willingness to Play<sup>1</sup>

## 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

- Participants will experience how a task with a fun twist can generate energy and unleash creativity.

## Practice (40 minutes)

<b>Step One</b>	<p><b><i>In small groups, introduce a common persuasive “pitch” formula called Monroe’s Motivated Sequence.</i></b> Participants may recognize this sequence from the format of many television ads and infomercials:</p> <p>5 Steps (in this order)</p> <ul style="list-style-type: none"><li>• Grab audience’s attention</li><li>• Present the need– Discuss the current situation and why something needs to be done. Appeal to emotions.</li><li>• Offer a product/solution that addresses the need</li><li>• Describe how the world will look if this product or solution is implemented, help the audience visualize.</li><li>• Call to Action – Ask them to buy or support the product/solution and why they must do it now.</li></ul> <p>Tip: 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>5 min</b>
<b>Step Two</b>	The group should quickly come up with a product or idea that will address a public need they have been discussing. Name the product or idea with a	<b>10 min</b>

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

	catchy name. Have fun with this and think outside the box. <b>Develop a 2-minute pitch.</b>	
<b>Step Three</b>	<b>Each group presents their pitch</b> with everyone in the group delivering a part. For fun, the class as a whole can vote on the top pitch.	<b>15 min</b>
<b>Step Four</b>	<b>Discuss and debrief:</b> <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 Assignment

- Discuss how much energy was created when the group had to work quickly. Are their ways this energy might be both a positive and a negative to groups trying to engage in collaborative discussion?
- Think about how many processes to address complex issues make it feel like we must work quickly. How might this hinder the process?
- Can you see how once people develop an idea; they get invested in it? In what ways could this be counter to what we are trying to accomplish in 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. Think up a quick game or challenge for the group. Describe what impact, if any, this had the group work. Was it hard to get others to participate? How did you convince them?

## Dive Deeper: Additional Resources

- Forthcoming