



The Segue™--playing to shape the future

Robert Bystrom, Ayesha Ashley
co-directors

360-739-3764
www.RBystrom.com

The Segue™: A Game-Changing Game

By Robert Bystrom

I recently spoke with a middle manager of a large machine shop which subcontracts for Boeing Aircraft. I asked him what his biggest problem was. “People,” he replied. He went on to explain that in their smallness, people can make life and work difficult for others as well as for themselves. Yes, they do their jobs, but something is missing. They get distracted, gossip, become negative and cynical, and sometimes important stuff gets dropped out. “They just don’t care. The most common subject of conversations among our employees is Fantasy Football.”

Is that all there is?

What if the people in your organization looked forward to their time at work? What if interacting with coworkers gave them a sense of belonging and meaning?

Is it possible for a game to shift the way people think about what they are doing together and open them to new levels of collaborating – across the board? How could playing a game alter the way people interact in your organization?

The Nordic Coaching Federation played such a game in their founding session to create a vision which contained the aspirations of all its members. A boutique hotel played it to free the owner from day-to-day operations to focus on marketing. A community of farmers and ranchers played it to protect the value of their lands and picturesque valley from decimation by a developer.

In each of these cases, the situation was too complex for one person or even a select committee to come up with adequate solutions. They required an inclusive view of what was at stake and a deep exploration of all critical factors.

Plus, they needed buy-in from all their members in order to carry out the plans they came up with.

How can engaging in a game-like process make a difference?

One way to develop a team is to give them a game-like activity in which everyone plays an indispensable role in achieving an ambitious goal. A fundamental human need is for a person to help his people moving a boulder or building a bridge or designing a strategy—and knowing that his or her effort counts.

Collective Intelligence Solutions has reconfigured its successful Segue™ problem solving protocol into a game-like process which can be played by community action committees, families, corporate departments and project teams to bring greater mental and emotional power to bear on the most pressing issues facing them. The Segue™ teaches people to think in tandem and stretch their minds in response to opportunities which matter to the future of their group or organization.

The rules for playing a Segue™ are about as simple as for playing volleyball. People learn to play the game in the process of solving a current problem or exploring a current opportunity.

The Segue™ ends boring, time wasting meetings forever. Gossip and destructive internal competition fade as winning the game they have chosen to play takes precedence over small, personal agendas.

Doing a Segue™ replaces all brainstorming, whether it's a quick exploration with a colleague or in a strategic planning session—because it engages a way of thinking that accomplishes so much more with so much less energy.

Want to learn more?

If you would like to know how a Segue™ can increase the effectiveness and participation in your organization and how to create buy-in to your purpose and plans, contact us about a free demonstration at your location.