CALGARY PUBLIC LIBRARY

AGES 18+ | 2 OR MORE PLAYERS

the Game of YES™ WORKSHEET

A cooperative strategy game for creatives, marketers, organizations.



YOUR OBJECTIVE:

Make something meaningful before budget, timelines, approvals, and risk aversion destroy your spirit.

START HERE

What's your "big idea"?

Project Name:

What emotional reaction are you trying to create?

What makes this memorable instead of just informative?

LEVEL 1 — FIND YOUR PLAYER 2

BUILD YOUR PARTY

Creative projects get stronger when people inspire each other instead of protecting territory.

ROLE	WHO'S ON YOUR TEAM?	WHAT DO THEY BRING?
The Visionary		
The Maker		
The Strategist		
The Gatekeeper / Champion		

POWER-UPS UNLOCKED

- ☐ Shared creative energy
- ☐ Momentum
- ☐ Trust
- ☐ "Wait... this could actually work."

LEVEL 2 — THE IDEA DROP

DEFINE THE EMOTIONAL CORE

Complete the sentence:

"We're not making a _____."

"We're making a _____."

EXAMPLES:

- commercial → short film
- campaign → experience
- content → emotional connection

QUEST CHECK

What feeling or experience is at the heart of your idea?

_____

_____

LEVEL 3 — FACE THE FIRST BOSS

ALIGNMENT

Creative people often think the obstacle is leadership.
Leadership is often asking: *"Can I safely support this?"*

BOSS FIGHT TIP:
Executives rarely say yes to "this will be cool."
They say yes to clarity.

TO CONTINUE, YOU MUST UNLOCK:

- ☐ Strategic alignment
- ☐ Budget logic
- ☐ Timeline feasibility
- ☐ Organizational value

LEVEL 4 — TRANSLATE THE DREAM

BUILD THE BRIDGE TO YOUR AUDIENCE

Dream creatively. Communicate strategically.

AUDIENCE REALM CHECK:

Who is this for?

How should they feel?

Where will they discover it?

LEVEL 5 — UNLOCK TRUST

CREATE SPACE FOR PLAY

TRUST MEANS

- ☐ Creative freedom
- ☐ Experimentation
- ☐ Team ownership
- ☐ Permission to try weird things



DANGER ZONES

- ☐ Over-managing
- ☐ Endless approvals
- ☐ Fear of risk
- ☐ "Can we make it safer?"

LEVEL 6 — THE GAUNTLET OF EDITS & APPROVALS

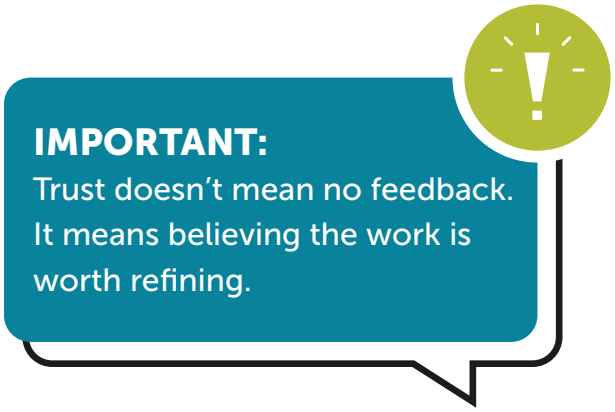
SURVIVE THE PRESSURE TEST

OBSTACLES

- ☐ Executive anxiety
- ☐ Tiny notes with huge consequences
- ☐ Reshoots
- ☐ Timeline collapse
- ☐ Export errors at 1:00 AM

SURVIVAL TOOLS

- ☐ Collaboration
- ☐ Flexibility
- ☐ Patience
- ☐ Remembering the original vision
- ☐ Selective compromise



LEVEL 6 — THE RELEASE QUEST

SEND IT INTO THE WORLD

FINAL CHECKLIST

- ☐ Launch plan
- ☐ Audience rollout
- ☐ Campaign support
- ☐ Social/media strategy
- ☐ Celebration snack secured

POSSIBLE REWARDS

- ☐ Audience connection
- ☐ Team trust
- ☐ Organizational pride
- ☐ Future opportunities
- ☐ Proof that bold ideas can work

GAME COMPLETE

What unlocked your YES? _____

What nearly stopped the project? _____

What level are you currently stuck on? _____

FINAL ACHIEVEMENT UNLOCKED

The **goal** isn't just to make creative work. **It's to build organizations where creative work can happen.**