



# THE POWER OF PLAY

‘Most people think that the opposite of play is work (especially in the corporate world) but the opposite is boredom or even depression.’ - Stewart Brown

In the business world, play is often viewed with distaste. It's considered childish and frivolous, something that's inappropriate for adults unless they're one of those quirky artists, and certainly out of place in the office. Yet experts like Bruce Nussbaum, author of *Creative Intelligence* and former assistant managing editor for *Business Week*, argue that true innovation, creativity and collaboration cannot occur without play. As he puts it, "serious play is a 21st century creative competence."

When we are "just playing", we allow ourselves to reduce our inhibitions and take the creative risks that are vital for innovation. The communal nature of play exposes us to different perspectives and fosters empathy for our teammates, and the presence of play in the workplace signals the desire to make the environment a more joyful and human place in which to collaborate and be creative.

## BRAIN TEASER GAMES



- Sty-Me Brain
- Empathy Toy
- Magnetic Marble Brain Teaser
- Try-Balls Pair Building Puzzle
- Mind Flex
- Chessboard
- X-It Brain Teaser
- Peg Solitaire Elimination Game