

For more information, contact:  
Shawn Hartley Hancock  
617-776-1900 or 617-661-4886

## News From Odysseum Inc.

NEW PRODUCT      NEW PRODUCT      NEW PRODUCT

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*Odysseum Inc., introduces its PLAY-AT-WORK WORKSHOP for corporate executives.*

- At 3M, researchers are given one full day a week to work on any project that suits their fancy.
- That tenacious substance, Velcro, was invented by scientists at NASA who literally fantasized the product while playing a word-association game.
- The 450 employees at Odetics, a high-tech company in Anaheim, California, report higher-than-average worker satisfaction. Why? The company has a Fun Committee that creates theme parties, runs a theatre, and maintains a fitness and relaxation center called the Odetics Oasis.

All three of the organizations above are engaged in serious pursuits. Yet they're also among the growing number of organizations where play -- in one form or another -- is valued for its impact on creativity, discovery, and innovation.

"Through play," says Joline Godfrey, chairman and founder of Odysseum, a leading provider of meeting programs based in Boston, Massachusetts, "these companies continue to grow and expand."

Godfrey is the creator of Odysseum's PLAY-AT-WORK WORKSHOP, the company's newest program to help managers explore the uses of play in corporate innovation, team-building, creativity, and worker happiness.

Odysseum's PLAY-AT-WORK WORKSHOP is designed to help meet the numerous management challenges in American business today: merging departments or companies successfully, easing tensions among a group of high-level strategists, or infusing a sales force with energy and camaraderie.

Why Play? Game playing, "goofing" around, or just plain tinkering are activities many businesses, until recently, have frowned upon. What more and more researchers are discovering, however, is that play in the workplace is not frivolous at all, but an important element strongly connected to the well-being of businesses and workers alike. When it is properly managed, play in the workplace can lead to new products and services as well as greater worker satisfaction. And what American company can do without that these days?

(more)

Joline Godfrey, a social scientist who has studied the use of play in a number of large and mid-size companies, is a leading spokesperson on the relationship between work and play.

"Watch a child play with a simple set of blocks," Godfrey says. "Within an hour, the blocks may be a city, a bridge, a new planet, or a secret cave. Through play, children try out ideas spontaneously and easily," she says. "Play allows children to explore, and therefore, to grow. But as children take on adult responsibilities, play is relegated to the fringes of their lives and is no longer available as a place of discovery and experimentation. Odysseum's WORK-AT-PLAY WORKSHOP aims to recover this lost treasure and unlock the door to greater innovation and flexibility."

Before founding Odysseum, Godfrey spent ten years with the Polaroid Corporation where her experience spanned the human-resource, marketing, and strategic-planning functions of the company.

### *How the PLAY-AT-WORK WORKSHOP Works*

In a five-part session lasting two hours, Godfrey guides executives on a journey to discover the many ways work and play are connected and to assess that impact on many areas of their organizations, including team spirit, energy, and purpose.

Part 1: Participants play "What Is It?"™ a lighthearted game of visual acuity created by Odysseum, to set the tone of the session and introduce the subject of work and play.

Part 2: Game Debrief and Discussion: What's this got to do with work?

Part 3: Case Situations: What would *you* do? To set the stage for a discussion on corporate values and the various ways to manage fun in the workplace, participants are faced with actual managerial situations where conflicts over playfulness have erupted.

Part 4: Lessons From The "Fun" Companies: A summary of findings based on interviews with founders and leaders of companies that have acquired "fun" reputations.

Part 5: Creating a Game "Plan": The team creates an experimental three-month "fun" plan for their own company or division.