



The Bigger Game™

An Innovation Model for Success

The Bigger Game is an innovation and change model that powerfully addresses saying no to “business as usual.” It is for individuals, teams and organizations that long to create meaningful, sustainable, and successful work in their world. Playing a Bigger Game asks us to become our best and calls us forth into new frontiers of growth and success never thought possible. There is a “triple win” outcome when playing a Bigger Game: you win, others around you win, and your community and/or our world at large wins. If we know “how” to achieve this game right away, then by definition it is not a Bigger Game. The Bigger Game asks us to develop new skills, and to create new innovative ways of doing things.

The Bigger Game Board is based on the familiar game of tic-tac-toe. One can start anywhere on the Game Board, and yet, as we play the Bigger Game there is a strategy that becomes more apparent along the way. It is not a linear step-by-step model; it asks us to look from a bigger context. We are always on the Bigger Game Board, whether we’re actually playing a Bigger Game in our life right now or not. Do you “hunger” for something more or less of in your life? Do you long for a compelling purpose? Do you want more allies in your life? Are you ready to take a bold action? Wherever you are is just perfect, for it gives you information and insight about where you are now and then informs you where to put your attention next. When the Bigger Game Board is used as a reference tool, there is no longer that place called “I’m stuck.” When we have clarity of where we are in life, then we have clarity of what to do next. This is the power and the greatest gift of playing a Bigger Game.

Playing a Bigger Game is about bringing good into the world. To coin a well-known adage — “do good to do well.” A Bigger Game enhances — whether its impact be on people, animals, or our environment. Wherever we are compelled to make a difference, this is the calling of the Bigger Game. It is a zero-sum game — there are only winners when playing the Bigger Game!

Let’s take a brief tour around the Bigger Game Board to underline the key concepts of what it means to play a Bigger Game. There is no right place to start and yet for the sake of ease, let’s begin with Comfort Zones.

Play a Bigger Game

Comfort Zones	Hunger	Compelling Purpose
ASSESS	BOLD Action	G U L P
SUSTAIN ABILITY	Allies	Investment

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Comfort Zones

It is natural and normal for human beings to drift toward comfort. Most of us return over and over again to what is familiar or routine, easily falling into comfortable habits that over time can create a sense of complacency and boredom — essentially very little growth of ourselves, better known as entropy or decay. The Bigger Game examines the places where comfort zones can distract us from what we want our life to be about. Comfort zones are neither “good” or “bad,” they are just comfort zones; because after all, we are just human. Here is the key question to ask: “Is this comfort zone serving me and/or my Bigger Game or not serving me or my game?” There is no judgment attached to our comfort zones, but the key to a successful Bigger Game is to be aware of our comfort zones — unexamined comfort zones can cost us our own success.

Hunger

Too much boredom and complacency over time creates a “hunger.” Although we may not know what we are hungry for, we do notice a yearning for something more. Sometimes this hunger is for more meaning and maybe a desire to contribute and make a difference in the world. Hunger is a good thing: It means we are awake to the possibility to have something be different. Once we tap into our deep hunger, action and movement begin to occur because of our desire to “be fed.” For many, our “hunger dial” is turned way down so that we avoid disappointment at all cost. Sometimes we simply need to turn our “hunger dial” up a notch to tap into what it is we truly want to create in our lives, in our teams and our organizations. Positive change comes from our own deep hunger.

Compelling Purpose

Compelling purpose is the place of deep knowing. It asks the questions “why am I doing what I am doing?” and “what am I truly about?” With these questions answered, we become clear about the Bigger Game to create. Compelling purpose is about being up to something that compels us so deeply and yet, impacts the world around us — people, communities, organizations, nature or perhaps the planet. When we tap into our compelling purpose, and are up to something bigger than simply self-survival, it feels deeply satisfying and fulfilling on a personal level. When we are compelled, we can create miracles.

GULP

Gulp is that feeling of being excited, thrilled and sometimes scared all at the same time. The name is derived from that moment when we have to take a big deep breath and realize “oh my, this is the game I am up to.” If we say to ourselves, “I don’t know how” or “I don’t think I am capable of this,” we have entered into the Gulp zone. If we know how to play the “game,” then it is not a Bigger Game. There must be a sense of gulp in order for it to be defined as a Bigger Game. The Bigger Game will ask us to develop competencies, skills and abilities that we don’t already possess. Gulp is a good thing — it means we are on the Bigger Game Board.

Investment

There are many dimensions to the Investment square. These may include time, money, becoming better at something, i.e., public speaking, or taking better care of ourselves. The investment list could be long and it will unfold along the way as we continue playing the Bigger Game. The investment square also asks the question “Is my heart and soul deeply connected to my

Bigger Game?” Either yes or no is a good answer — it is simply information to possibly change or modify the Bigger Game. And investment also means investing in ourselves: Do I need to take better care of my health? Is it time to handle my finances? Or is it perhaps time to invest in learning some new skills? What do I need to put into place to develop myself and to move my Bigger Game forward?

Allies

To play the Bigger Game we must have allies. Allies are both the people who are wildly supportive and “on-board” with our game AND people who may disagree or have resistance to what we are up to. Many of us are motivated by the nay-sayer ally who says we are crazy to go create this particular Bigger Game. It is key to create a “designed alliance” with our allies. Do we want ongoing support via a phone call? Do we want feedback along the way? Whatever it is, it must be designed and stated. And these relationships will shift and change over time as the Bigger Game progresses. If we can accomplish the Bigger Game by our self, then it is not a Bigger Game — this is good news.

Sustain-Ability

Living a balanced life is crucial to playing the Bigger Game. We must take care of our self in order for the game to sustain itself. Playing bigger does not imply burning-out and over working to the point of exhaustion and resentment. What needs attention along the way? Family, spouse, children, self-care, friends? For the sake of your Bigger Game, is it time for a vacation, or perhaps a retreat to sustain yourself? And, equally as important, the game should be designed so that if we were to leave the Bigger Game by choice or some circumstance of life, it could sustain itself. This is the idea of legacy — the Bigger Game could and should be able to go on without us.

Assess

As a Bigger Game player we must learn to assess where we are in relationship to the game plan — without voting with deep judgment. When we are able to assess, the opportunity for flexibility, creativity and adeptness are increased. In the Assess square, the focus is on strategies for success, the tactics, and the game plan. Also, assess applies itself to you, the Bigger Game player. How are you doing? Is the Bigger Game still fun and compelling? What do you need to do to truly become more engaged with your Bigger Game?

BOLD Action

The operative word here is BOLD. This is about taking action that is beyond business as usual. Martin Luther King was not shy in asking people to march. Notice the impact of his bold action. By taking bold actions, the world around us knows that we’re up to something BIG. It’s not about playing small. This is the place of “daring to take big action” based on what is needed next. And notice how Bold Action sits in the center of the Game Board — this means there are bold actions to take related to each square of the Bigger Game Board.

There you have it — The Bigger Game Board in a nutshell. Easy to understand, yet profound in its ability to inform, activate, and motivate. Individuals, teams and organizations around the globe have experienced The Bigger Game and are now transforming the way they do their lives and the way they do business.

Playing a Bigger Game will design who you want to become. Are you hungry to find and play your Bigger Game?