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Aha! The Great Creative Game

How to turn your own unique talent and passion into a worldwide success story



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Everyone has a unique ability to be great at something. The trick is to find that something. And then to turn it into a profitable future.
That's where The Aha! Creative Revolution game can help. All you need to play it: this board-game, two dice and an open-mind. You can play it more

effectively in groups of six to eight. But you can just as easily play it by yourself to turn your specific talent into a worldwide success.
First step: define your talent or your passion—then set the goal of selling it to the world. That talent could be anything from teaching music to

playing a sport. Or you might be a great barbecue cook, mother, golfer or storyteller.
You can use the game in two ways, either by themselves or together:
1. To simply define your passion and talent and then to move through each column and select a

suitable model to work out your business plan.
2. To play it as a game, using two dice, so that you are forced to think through each step of your plan in completely unexpected ways.
To do this, you throw two dice, twice, on each column. And you use those two random exam-

ples as catalysts to dream up outstanding new ideas. For a trial-run, imagine you've pre-thrown numbers 2 and 12 in column 2. Now use the example of Jan Davidson and Sony Walkman as catalysts to invent a new product to meet your passion and vision. And so on. It's that easy!

<p>1 Start with your passion</p>  <p><i>Peter Jackson: 11 Oscars in a night for Lord of Movies.</i></p> <p>2 Movies: At age 8, Peter Jackson started with an 8mm camera and his backyard as a 'set', then turned his passion into <i>The Lord of The Rings</i> giant movie series.</p> <p>3 Walt Disney built a magic kingdom on a make-believe mouse that his wife insisted on calling Mickey.</p> <p>4 Nature: Anita Roddick turned her dream into <i>The Body Shop</i>.</p> <p>5 Digital games: How Will Wright invented the Sims: the core of interactive learning.</p> <p>6 Diet: Jean Nidetch solved her slimming problem and created <i>Weight Watchers</i>.</p> <p>7 Cooking: Jamie Oliver turned his cooking talent into TV's <i>Naked Chef</i>.</p> <p>8 Sport: Tiger Woods has turned his passion into a one-man sporting brand.</p> <p>9 Cartooning: How Dr. Seuss overcame 27 rejections to become world's biggest-selling children's author.</p> <p>10 Fitness: Judi Shepherd Missett started with one aerobics class, and turned it into Jazzercise, the world's biggest exercise franchise.</p> <p>11 Who wants to be a millionaire: World's most successful TV quiz show.</p> <p>12 Wendy Pye: She turned her love of reading into a world publishing empire.</p>	<p>2 Now define your dream</p>  <p><i>Californian school teacher Jan Davidson.</i></p> <p>2 Jan Davidson created some of the first early-learning and his backyard as a 'set', then turned his passion into <i>The Lord of The Rings</i> giant movie series.</p> <p>3 Xerox invented the modern personal computer but failed to exploit it.</p> <p>4 Steve Jobs and Steve Wozniak took Xerox ideas and changed the world.</p> <p>5 Bill Gates and Paul Allen: a PC on every desk, running on Microsoft software.</p> <p>6 Tim Berners-Lee dreamed of an inter-linked world, and invented the World Wide Web.</p> <p>7 Mark Andreesen and his Mosaic team added graphics and brought Web to life.</p> <p>8 Yahoo created the first web directory.</p> <p>9 Trivia: Chris Hainey and Scott Abbott took an old family game and turned it into <i>Trivial Pursuit</i>.</p> <p>10 Linus Torvalds couldn't afford a PC, so his friends helped him build one online and created <i>Linux</i>.</p> <p>11 Inoue Daisuke built the first karaoke machine—and never realized it would become a great way to learn English.</p> <p>12 Walkman: the personalized music player that sold millions and made Sony famous.</p>	<p>3 Turn dreams into visions</p>  <p><i>Google founders Sergey Brin and Larry Page.</i></p> <p>2 Larry Page and Sergey Brin, the biggest-selling toy in world history, with an incredible range of costume designs.</p> <p>3 Nike: copied the stippled sole from watching a home waffle iron.</p> <p>4 Microsoft Office: world's top-selling PC program, which pioneered simple templates for Powerpoint slides.</p> <p>5 Jim Clark, venture capitalist, turned Mark Andreesen's work into Netscape, and the biggest company float of the 1990s.</p> <p>6 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.</p> <p>7 Swatch reinvented watches as fashion statements, and saved an industry.</p> <p>8 Richard Rausing: homemade sausages inspired his invention of the Tetrapak milk carton and a fortune.</p> <p>9 Jeff Hawkins became fascinated about intelligence and used it to create portable computer industry.</p> <p>10 Cirque du Soleil: how three Canadians reinvented the circus.</p> <p>11 Subway: at last a fast-food chain based on selling great simple healthy food.</p> <p>12 Singapore Girl: the image that sold an airline and a modern city state.</p>	<p>4 Create a new product</p>  <p><i>Barbie, the world's biggest-selling toy.</i></p> <p>2 Mattel's Barbie, the biggest-selling toy in world history, with an incredible range of costume designs.</p> <p>3 Nike: copied the stippled sole from watching a home waffle iron.</p> <p>4 Microsoft Office: world's top-selling PC program, which pioneered simple templates for Powerpoint slides.</p> <p>5 Debbie Fields, at 20, made great cookies, then turned them into a worldwide brand.</p> <p>6 Apple iPod: 10,000 tunes from Internet to tiny cartridge.</p> <p>7 Post-it notes: one idea from 3M's policy of getting all staff to spend 15% of their time on new ideas.</p> <p>8 Nintendo, computer games that came from the world's greatest job description.</p> <p>9 One-day cricket: the idea that reinvented summer TV sport <i>Down Under</i> and helped make Australia's richest man.</p> <p>10 Doc Marten: the thick-soled boot-craze that grew from Britain's 'Skinhead' Punk Rock culture.</p> <p>11 Nylons: Du Pont's Wallace Carothers took the molecules of coal and created the world of synthetics.</p> <p>12 Frozen Food: Clarence Birdseye caught the idea when fishing in the Arctic—and his catch quickly froze.</p>	<p>5 Provide a new service</p>  <p><i>Pierre Omidyar: the world's biggest online flea market.</i></p> <p>2 Pierre Omidyar turned the idea of a flea market into eBay — world's biggest online market.</p> <p>3 Earl Tupper may have invented Tupperware, but it took a single mum to invent Tupper-ware parties.</p> <p>4 Kemmon Wilson, Memphis builder, became so browned off at costly hotel rates he invented <i>Holiday Inn</i>, now the world's top chain.</p> <p>5 Starbucks doesn't just sell coffee, it sells the coffee experience.</p> <p>6 Ted Turner: the TV industry laughed when he set up CNN but the first Gulf war turned it into a big world success.</p> <p>7 DoCoMo, Japan's top mobile phone company because it provided privacy in overcrowded land.</p> <p>8 Cisco: how lovers strung cables to communicate, and launched world's biggest internet router company.</p> <p>9 Jane Fonda: her fitness tapes made a new industry.</p> <p>10 Kinko's: the college copy service that became a national 24 x 7 brand.</p> <p>11 Phoenix: university on the web.</p> <p>12 Legend: China's biggest PC brand because it trained its customers.</p>	<p>6 Set the values and culture</p>  <p><i>Virgin's Richard Branson: heart of the 'funky fun' culture.</i></p> <p>2 Richard Branson founded Britain's Virgin Group, and built it on a strategy of funky fun.</p> <p>3 Bill Hewitt, Dave Packard and Lew Terman: creators of Silicon Valley's unique culture.</p> <p>4 Swatch: how to turn a watch into a fashion accessory and save an entire national industry.</p> <p>5 Google again: 'Do no evil' and get entire staff to reinvent the world: with company time to do it.</p> <p>6 Ricardo Semler: Brazil's way to the birth of industrial democracy.</p> <p>7 RyanAir: how a tiny low-price Irish airline beat the world's big players in air travel.</p> <p>8 Apache Web servers have become the business model for the new Open Source movement.</p> <p>9 McDonalds: How to turn hamburger store into world's biggest fast-food chain.</p> <p>10 Walmart: how Sam Walton turned a tiny Arkansas discount store into the world's biggest retailer.</p> <p>11 CluMed: don't sell a product; sell the gracious experience.</p> <p>12 Private enterprise, public service: the new Suez way to build public-private partnerships that work efficiently and save real money.</p>	<p>7 Finance it creatively</p>  <p><i>John Doerr, the finance king of Silicon Valley.</i></p> <p>2 John Doerr, the greatest match-maker in Silicon Valley, and the king of venture capital.</p> <p>3 eBay funding: and the VC who turned \$5 million into \$4 billion, although his \$5 million was never needed.</p> <p>4 Netscape: Jim Clark earned \$1 billion for biggest 'float' of the 90s, for a service to be given away.</p> <p>5 Travelers checks: where American Express customers paid you to store their own money.</p> <p>6 Diners' Club: the idea that began when a diner left his money at home.</p> <p>7 Dee Hock, the Visa pioneer who reinvented money and 'the birth of the chaotic age'.</p> <p>8 Skype: free international phonecalls, and a \$2.4 billion bonus.</p> <p>9 Grameen Bank: how to fund growth in developing countries.</p> <p>10 ATM: the machines that reinvented banking and made Oracle a fortune.</p> <p>11 Debit cards: for instant cash-flow at the swish of a digital strip.</p> <p>12 PayPal: the incredibly simple idea that made it easy for anyone to pay anyone else from credit cards</p>	<p>8 Manage it in a different way</p>  <p><i>GE's Jack Welch, manager of the century.</i></p> <p>2 Jack Welch: how changed GE's business-design four times in under 20 years.</p> <p>3 Jan Carlsson, and his 'Moments of Truth' policy that turned around Scandinavian airlines.</p> <p>4 Bill Gates: Control the standard and you control the industry.</p> <p>5 Trends: how to link a design competition with a computer template and scale them into a worldwide publishing success.</p> <p>6 Crossing The Chasm has become a Silicon Valley model for hi-tech mass marketing.</p> <p>7 Gallup: Everyone has the talent to be great at something, and management's main task is to find that something.</p> <p>8 Low Gerstner: reinvented IBM to its leadership in customer service.</p> <p>9 John Chambers: Cisco's unique ability to buy talented companies and make them work.</p> <p>10 The Toyota Way: how to become the world's most profitable car firm.</p> <p>11 Michael Eisner used blockbuster movies to sell a range of tie-in Disney products.</p> <p>12 Hewlett-Packard: the hi-tech company that makes most of its profits from selling ink cartridges for printers.</p>	<p>9 Present it and brand it</p>  <p><i>Probably the most admired woman in America.</i></p> <p>2 Oprah Winfrey: How to turn public speaking ability into TV and publishing empire.</p> <p>3 Now Britain's BBC is digitizing its programs to build on the world's best not-for-profit brand name.</p> <p>4 The United Colors of Benetton: flat and color wins the day, but be it: computerized efficiency by 98.5%.</p> <p>5 UPS: for years it delivered parcels; now it masterminds logistic partnerships.</p> <p>6 Amazon: and its one-click order system.</p> <p>7 Marlboro: from 'a woman's cigarette' to the epitome of the Western man'.</p> <p>8 Intel: how to create a mystique about a product that'll no one ever sees.</p> <p>9 IKEA: how to turn home-assembled kit furniture into the world's most innovative brand.</p> <p>10 LEGO: from wooden toys in depression to space-age robots 60 years on.</p> <p>11 Tetrapak: the milk carton fortune that came from watching a wife trying to fill a homemade sausage.</p> <p>12 Yodafone: don't sell mobile telephones; make your name synonymous with sporting greatness.</p>	<p>10 Distribute it in new ways</p>  <p><i>Michael Dell: the man who invented internet logistics.</i></p> <p>2 Michael Dell: 'You design it on the Web, from our computers. We'll build it and deliver it tomorrow, almost anywhere in the world'.</p> <p>3 Shipping containers: the original revolution that to improved efficiency by 98.5%.</p> <p>4 UPS: for years it delivered parcels; now it masterminds logistic partnerships.</p> <p>5 Amazon: and its one-click order system.</p> <p>6 Cemex: the amazing story of the Mexican company that makes a fortune out of the computerized delivery of wet cement; and even designs low-cost housing for the developing world.</p> <p>7 Walmart: discounting model that's built the world's biggest chain of retail stores.</p> <p>8 Song Chaod: never sold a book in his life, then sold 10 million in five months.</p> <p>9 'Innovations': the 21st-century model of the Sears Catalog.</p> <p>10 Cheap laptops: how to slash prices 30% by providing operating system free of Web.</p> <p>11 Martha Harper: the beauty expert who reinvented financing.</p> <p>12 Dominic's Pizza: the scooter delivery model that China now uses as the alternative to credit cards.</p>	<p>11 Reinvent your community</p>  <p><i>Mary Quant, who turned London into fashion center.</i></p> <p>2 Mary Quant: her miniskirts set the tone to make London a world fashion center.</p> <p>3 Dong Xiaoping: his ideas turned China into the world's new manufacturing giant.</p> <p>4 Lee Kuan Yew: who turned a tiny tropical island into an Asian powerhouse and home for 3,200 giant corporations.</p> <p>5 Nokia: the gumboot company that reinvented Finland as a hi-tech leader.</p> <p>6 Ireland: and how it became world's biggest software exporter.</p> <p>7 Li Ka-shing: How China's richest man started by selling plastic flowers, then turned Hong Kong into the world's top servicing island.</p> <p>8 Fred Terman: the founder of Silicon Valley and University-business partnerships.</p> <p>9 WIPRO: cooking-oil company that transformed Bangalore into India's center for hi-tech IT outsourcing.</p> <p>10 Edwards Daming: the quality expert who reinvented Japan around the concept of Kaizen: continuous improvement.</p> <p>11 Samsung: making South Korea an Asian new design center.</p> <p>12 Dubai: shows how to use oil money to reinvent itself.</p>	<p>12 Now network the world</p>  <p><i>eBay's Meg Whitman: how villagers can sell to the world.</i></p> <p>2 eBay: and its great new way to enable villagers to sell their handcrafts to the world—online.</p> <p>3 Metcalfe's Law: and the soaring power of networks to reinvent almost everything.</p> <p>4 Link & Share: the 80,000 groups working cooperatively to design free software; the new 'third way'.</p> <p>5 Beyond Google: new search models to produce exactly the information you need.</p> <p>6 Prometheus: digital electronic whiteboard and world-wide collaborative classrooms.</p> <p>7 Cyworld: the Korean Web service that links millions of citizens with automatic Web pages and photo storage.</p> <p>8 Marc Prensky: how digital games will reinvent school; and how teenagers themselves will design the games.</p> <p>9 Mobile wireless: China's new network as world model for cheap communication.</p> <p>10 Pepperdine: And how to build a new-style university: all but 15 days a year online.</p> <p>11 Wikipedia: the online free encyclopedia co-authored every day by millions of volunteer experts.</p> <p>12 Bony and Jeffrey Sachs: the singer, the leading economist and their plan to end world poverty within our lifetime.</p>
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