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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 is 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!

1	2	3	4	5	6	7	8	9	10	11	12
Start with your passion	Now define your dream	Turn dreams into visions	Create a new product	Provide a new service	Set the values and culture	Finance it creatively	Manage it in a different way	Present it and brand it	Distribute it in new ways	Reinvent your community	Now network the world
											
<i>Peter Jackson: 11 Oscars in a night for Lord of the Rings.</i>	<i>Californian school teacher Jan Davidson.</i>	<i>Google founders Serge Brin and Larry Page.</i>	<i>Barbie, the world's biggest-selling toy.</i>	<i>Pierre Omidyar: the world's biggest online flea market.</i>	<i>Virgin's Richard Branson: heart of the 'funky fun' culture.</i>	<i>John Doerr, the finance king of Silicon Valley.</i>	<i>GE's Jack Welch, manager of the century.</i>	<i>Probably the most admired woman in America.</i>	<i>Michael Dell: the man who invented internet logistics.</i>	<i>Mary Quant, who turned London into fashion center.</i>	<i>eBay's Meg Whitman: how villagers can sell to the world.</i>
1 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.	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.	2 Larry Page and Sergey Brin , the biggest-selling toy in world history, who turned the idea of a flea market into eBay — world's biggest online market.	2 Mattel's Barbie , the biggest-selling toy in world history, who turned the idea of a flea market into eBay — world's biggest online market.	2 Pierre Omidyar turned the idea of a flea market into eBay — world's biggest online market.	2 Richard Branson founded Britain's Virgin Group, and built it on a strategy of funky fun.	2 John Doerr , the greatest match-maker in Silicon Valley, and the king of venture capital.	2 Jack Welch : how to turn public speaking ability into TV and publishing empire.	2 Oprah Winfrey : How to turn public speaking ability into TV and publishing empire.	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.	2 Mary Quant : her miniskirts set the tone to make London a world fashion center.	2 eBay : and its great new way to enable villagers to sell their handcrafts to the world—online.
3 Wait Disney built a magic kingdom on a make-believe mouse that his wife insisted on calling Mickey.	3 Xerox invented the modern personal computer but failed to exploit it.	3 Fred Smith wrote a college thesis on air transport, then used it to invent FedEx and reinvent Memphis.	3 Nike : copied the stippled sole from watching a home waffle iron.	3 Earl Tupper may have invented Tupperware, but it took a single mum to invent Tupper-ware parties.	3 Bill Hewlett, Dave Packard and Lew Terman , creators of Silicon Valley's unique culture.	3 eBay funding : and the VC who turned \$5 million into \$4 billion, although his \$5 million was never needed.	3 Jan Carlsson , and his 'Moments of Truth' policy that turned around Scandinavian airlines.	3 Now Britain's BBC is digitizing its programs to build on the world's best not-for-profit brand name.	3 Shipping containers : the original revolution that to improved efficiency by 98.5%.	3 Dong Xiaoping : his ideas turned China into the world's new manufacturing giant.	3 Metcalfe's Law : and the soaring power of networks to reinvent almost everything.
4 Nature : Anita Roddick turned her dream into The Body Shop.	4 Steve Jobs and Steve Wozniak took Xerox ideas and changed the world.	4 Jeff Bezos created Amazon, the first real model for online Internet selling.	4 Microsoft Office : world's top-selling PC program, which pioneered simple templates for Powerpoint slides.	4 Kemmon Wilson , Memphis builder, became so browned off at costly hotel rates he invented Holiday Inn, now the world's top chain.	4 Swatch : how to turn a watch into a fashion accessory and save an entire national industry.	4 Netscape : Jim Clark earned \$1 billion for biggest 'float' of the 90s, for a service to be given away.	4 Bill Gates : Control the standard and you control the industry.	4 The United Colors of Benetton : flat and color wins the day, but be it computerized efficiency.	4 UPS : for years it delivered parcels; now it masterminds logistic partnerships.	4 Lee Kuan Yew : who turned a tiny tropical island into an Asian powerhouse and home for 3,200 giant corporations.	4 Link & Share : the 80,000 groups working cooperatively to design free software; to design free software; to design free software.
5 Digital games : How Will Wright invented the Sims: the core of interactive learning.	5 Bill Gates and Paul Allen : a PC on every desk, running on Microsoft software.	5 Jim Clark , venture capitalist, turned Mark Andreessen's work into Netscape, and the biggest company float of the 1990s.	5 Debbie Fields , at 20, made great cookies, then turned them into a worldwide brand.	5 Starbucks doesn't just sell coffee, it sells the coffee experience.	5 Google again : 'Do no evil' and get entire staff to reinvent the world: with company time to do it.	5 Travelers checks : where American Express customers paid you to store their own money.	5 Trends : how to link a design competition with a computer template and scale them into a worldwide publishing success.	5 Coca Cola : the world's most famous bottle, and still the most valuable brand.	5 Amazon : and its one-click order system.	5 Nokia : the gumboot company that reinvented Finland as a hi-tech leader.	5 Beyond Google : new search models to produce exactly the information you need.
6 Diet : Jean Nidetch solved her slimming problem and created <i>Weight Watchers</i> .	6 Tim Berners-Lee dreamed of an inter-linked world, and invented the World Wide Web.	6 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	6 Post-it notes : one idea from 3M's policy of getting all staff to spend 15% of their time on new ideas.	6 Ted Turner : the TV industry laughed when he set up CNN but the first Gulf war turned it into a big world success.	6 Ricardo Semler : Brazil's way to the birth of industrial democracy.	6 Diners' Club : the idea that began when a diner left his money at home.	6 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	6 Marlboro : from 'a woman's cigarette' to the epitome of the Western man'.	6 Camex : 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.	6 Ireland : and how it became world's biggest software exporter.	6 Prometheus : digital electronic whiteboard collaborative classrooms.
7 Cooking : Jamie Oliver turned his cooking talent into TV's <i>Naked Chef</i> .	7 Mark Andreessen and his Mosaic team added graphics and brought Web to life.	7 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	7 Nintendo , computer games that came from Japan's top mobile phone company because it provided privacy in overcrowded land.	7 Ted Turner : the TV industry laughed when he set up CNN but the first Gulf war turned it into a big world success.	7 Google again : 'Do no evil' and get entire staff to reinvent the world: with company time to do it.	7 Dee Hock , the Visa pioneer who reinvented money and 'the birth of the chaotic age'.	7 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	7 Intel : how to create a mystique about a product that'll no one ever sees.	7 Amazon : and its one-click order system.	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.	7 Cyworld : the Korean Web service that links millions of citizens with automatic Web pages and photo storage.
8 Sport : Tiger Woods has turned his passion into a one-man sporting brand.	8 Richard Rausing : homemade sausages inspired his invention of the Tetrapak milk carton and a fortune.	8 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	8 DoCoMo , Japan's top mobile phone company because it provided privacy in overcrowded land.	8 Starbucks doesn't just sell coffee, it sells the coffee experience.	8 Google again : 'Do no evil' and get entire staff to reinvent the world: with company time to do it.	8 Dee Hock , the Visa pioneer who reinvented money and 'the birth of the chaotic age'.	8 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	8 Intel : how to create a mystique about a product that'll no one ever sees.	8 Amazon : and its one-click order system.	8 Ireland : and how it became world's biggest software exporter.	8 Prometheus : digital electronic whiteboard collaborative classrooms.
9 Cartooning : How Dr. Seuss overcame 27 rejections to become world's biggest-selling children's author.	9 Trivium : Chris Hainey and Scott Abbott took an old family game and turned it into <i>Trivial Pursuit</i> .	9 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	9 One-day cricket : the idea that reinvented summer TV sport Down Under and helped make Australia's richest man.	9 Ted Turner : the TV industry laughed when he set up CNN but the first Gulf war turned it into a big world success.	9 Ricardo Semler : Brazil's way to the birth of industrial democracy.	9 Dee Hock , the Visa pioneer who reinvented money and 'the birth of the chaotic age'.	9 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	9 Intel : how to create a mystique about a product that'll no one ever sees.	9 Amazon : and its one-click order system.	9 Ireland : and how it became world's biggest software exporter.	9 Prometheus : digital electronic whiteboard collaborative classrooms.
10 Fitness : Judi Shepherd Missett started with one aerobics class, and turned it into Jazzercise, the world's biggest exercise franchise.	10 Linus Torvalds couldn't afford a PC, so his friends helped him build one online and created Linux.	10 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	10 Doc Marten : the thick-soled boot-craze that grew from Britain's 'Skinhead' Punk Rock culture.	10 Starbucks doesn't just sell coffee, it sells the coffee experience.	10 Google again : 'Do no evil' and get entire staff to reinvent the world: with company time to do it.	10 Dee Hock , the Visa pioneer who reinvented money and 'the birth of the chaotic age'.	10 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	10 Intel : how to create a mystique about a product that'll no one ever sees.	10 Amazon : and its one-click order system.	10 Ireland : and how it became world's biggest software exporter.	10 Prometheus : digital electronic whiteboard collaborative classrooms.
11 Who wants to be a millionaire : world's most successful TV quiz show.	11 Walkman : the personalized music player that sold millions and made Sony famous.	11 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	11 Doc Marten : the thick-soled boot-craze that grew from Britain's 'Skinhead' Punk Rock culture.	11 Starbucks doesn't just sell coffee, it sells the coffee experience.	11 Google again : 'Do no evil' and get entire staff to reinvent the world: with company time to do it.	11 Dee Hock , the Visa pioneer who reinvented money and 'the birth of the chaotic age'.	11 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	11 Intel : how to create a mystique about a product that'll no one ever sees.	11 Amazon : and its one-click order system.	11 Ireland : and how it became world's biggest software exporter.	11 Prometheus : digital electronic whiteboard collaborative classrooms.
12 Wendy Pye : She turned her love of reading into a world publishing empire.	12 Singapore Girl : the image that sold millions and made a modern city state.	12 Bill Gates bought the Q-Dos PC operating system for \$50,000 and turned it into the world's biggest fortune.	12 Frozen Food : Clarence Birdseye caught the idea when fishing in the Arctic—and his catch quickly froze.	12 Starbucks doesn't just sell coffee, it sells the coffee experience.	12 Google again : 'Do no evil' and get entire staff to reinvent the world: with company time to do it.	12 Dee Hock , the Visa pioneer who reinvented money and 'the birth of the chaotic age'.	12 Gallop : Everyone has the talent to be great at something, and management's main task is to find that something.	12 Intel : how to create a mystique about a product that'll no one ever sees.	12 Amazon : and its one-click order system.	12 Ireland : and how it became world's biggest software exporter.	12 Prometheus : digital electronic whiteboard collaborative classrooms.