

Playsonality



What's Your PLAY DNA?

Do you play well with others or run with scissors?

Time to find out your Playsonality©.

Everyone's unique playstyle is connected directly to their passions, their work preferences, and their mental well-being. Your playstyle is the pathway into the "Flow State" where people do their most enjoyable work. Understanding the power of play and your unique playstyle is key to finding meaning, connections, engagement, and longevity.

This program is available to private organizations, government entities, non-profits, communities, and schools. It is for anyone who wants to understand more about the power of play and the connection to our overall happiness.

The Model

Why PLAYSONALITY©?

We have developed the first psychometric instrument that provides powerful insights into the under-explored world of play after childhood. This program examines the innate human drive to play. It gives people unique insights and new perspectives into why they make the choices they do, as well as how they prefer to connect with others and relate to the world around them. This knowledge is the key to reigniting lost or forgotten passions.

By the time children are in school, many have already adopted the mainstream belief that play is only for fun and not important. Research reveals that most people do not understand the value of play or its role in shaping how we think, feel, and behave, or how this impacts the results that follow. For years, societies and cultures have been oppressing the importance of play. As a result, many people have learned to consider play to be frivolous. Many have lost the meaningful connections with self and others and in doing things that simply bring them joy and happiness. With this program, we are debunking the myths about play while supporting people to reengage in their own special type of playful behavior and reconnect to their authentic playful selves, while providing a fun and holistic approach to emotional and mental well-being.

Lost Connections

People are hardwired to contribute, but without passion there is no purpose. This tool holds the potential to change perspectives and paradigms about our lives and our relationships. This tool builds on this simple truth: All humans are born with a drive to learn through play and to make meaning of the world around them through meaningful connections with others; yet everyone plays and learns differently. This creates our argument for a customized approach to understanding and appreciating how we all uniquely operate. As we nurture our own individual playstyle, we can also appreciate others and honor the diversity that exists within our families, teams, and connected communities.

Playsonality gathers the insights people need to understand fundamental truths about themselves and others. It has the power to reengage people who have lost their way or become disoriented or distracted. The key is in the diversity of intrinsic motivators, which create the necessary dynamics and tensions for people to play well and also to collaborate creatively as they relate to the world around them.

Humans are extremely complicated beings and rarely reflect on or understand the reasons behind their core drivers; this makes them mysteries to themselves as well as to those around them. This may be why so many people feel disengaged. Even the smartest people at work are but shadows of themselves when not fully engaged and supported to do their best work. According to Gallup's State of the Global Workplace Report 2022, only 21% of employees are engaged.

The Assessment

Playsonality is the first psychometric instrument with a unique algorithm identifying intrinsic motivations to play. The assessment is at the core of this program. It produces a playstyle that connects users with their pathway into the flow state. The assessments are available online and participants gain access by using a link with a special code during the play-based workshop. This process happens after the leader has provided a short presentation that helps participants to begin to think differently about the concept of play and the role of play in their day-to-day life. The results of the assessment, which often surprise the participants, are followed with a hands-on workshop that provides unique insights into personal and professional passions, as well as new connections and deeper levels of empathy for self and others.

The assessment produces one of eight main profiles that act as the anchor type. During the workshop, the participants craft and design these to create an unlimited number of combinations they share with others to express their preferences. Their stories come to light as they build, make, create, and foster connections in 3D and also with visual and verbal clues.



Workshops

The workshops are play-based and use interactive hands-on tools like LEGO® SERIOUS PLAY® methods and other winning frameworks. The tool takes the user through a set of thought-provoking questions illustrating the dichotomies of adult play, while tracing the footprint back to an earlier time in childhood where they were innately driven to learn through play while quickly entering a state of flow. The user becomes aware of how they consciously or subconsciously apply their playstyle as adults to repair, connect, escape, explore, and express. It triggers memories that uncover drivers and passions, connecting the user to rediscover meaning in their working life. This is a facilitated process requiring a trained and certified facilitator to lead a workshop as part of the assessment process. This allows participants to validate and debrief the assessment findings, conduct their own deep dive, ask questions, and gain the support they require.

Reverse Engineering

Our goal is daring. We are attempting a global reverse-engineering of attitudes and popular belief systems of adults of all ages who have, through societal norms, lost meaningful connections between work and play. By reintroducing play into work via our assessment and debrief process, we strongly believe we have the secret to a significant breakthrough for supporting emotional well-being while strengthening individual convictions. By supporting individuals to become the best versions of themselves, they in turn can become better thinkers and doers. They are better equipped to express, share, and build relationships that are both meaningful and trusting.

When people can work well together to solve problems, this can potentially lead to new innovations for our planet and its inhabitants. Our applied formula has universal applications across all borders, industries, demographics, and cultures, because play is a human need and a human right. It holds the key to individual happiness and self-actualization.

We are on a mission to engage the world through play and to reverse the rampant intolerance for the undeniable diversity that comprises humanity.

Because this is an agnostic tool, it can be used in all industries. We have applied this program with: high school and university students considering career paths; the Department of Defense with people to develop and create transition plans; family businesses developing succession plans; municipalities building community engagement; human resource departments for well-being programs; tech companies, where building high-performing teams is critical.

Playsonality has been met with great enthusiasm in every sector where we have applied it. Leaders and teams alike have been excited by the insights as they envision ways to use the information to create meaningful change. In 2023, we began preparing trainers who will be working with leaders in the USA, Canada, Mexico, Brazil, Chile, Peru, Argentina, Panama, Australia, China, Hong Kong, Spain, Germany, England, and Nigeria. This tool is currently available in Spanish, Portuguese, French, German, and English; we have plans to add more languages.

Reviews

Here is what Sara Ramadoro's team had to say at the GTM Google Digital Academy:

"I absolutely LOVED the Playsonality assessment, it was fun and very insightful. The results are spot on and helped me better understand how I play and how it relates to the strengths I bring to the team. - and how I can better "play" with my team mates!"

"An enjoyable bonding exercise that gave great insight into the way that my teammates think and enjoy approaching tasks. Led to us having a good understanding of the varied ways our diverse team thinks about play, work and life. Particularly salient for a team that works on learning design."

"I really liked the idea of assessing one's Playstyle. Knowing your Playstyle is like understanding your learning style and how you best work with others. I thought the length of the questions was just right and the questions were easy to follow."

"It's always amazing how a short set of questions can produce such a fitting personality profile. Playsonality did not disappoint! The outcome felt quite fitting, I could see myself in the result and am looking forward to further exploring how we can make use of the different types in our team."



Are you looking for ways to:

1. Decode your playstyle and understand the style used by others;
2. Conduct a deep dive into how play formulates how we work both alone and with others;
3. Explore conflicting styles and how they show up in play and work;
4. Compare and contrast playstyles and career path choices;
5. Identify playstyles and the key to happiness;
6. Create individual plans for growth and improvement;
7. Unpack the value of play at work and discover the ROI of play in corporate life;
8. Engage others in families, neighborhoods, communities, schools, churches, organizations, corporations, and anywhere else people interact?

Our Vision

As the use of this playful assessment tool expands worldwide, we can imagine how lives will change, families will connect, communities will grow, teams will transition, and organizations will thrive. Ultimately, we envision a more functional world as people become aware of and appreciate the value of play and diverse thinking: Everyone will work, play, and live together better. This tool has clear potential for helping professionals, organizations, communities, or educators, supporting people to thrive in their work lives. More broadly, we foresee significant improvements to the basic human condition by making people better family members, friends, community members, citizens, and members of the human race. By expanding this tool, we believe we can highlight the positive qualities of every human. We believe people are inherently playful, curious, cooperative, loving, unselfish, and kind. We see these qualities in our playful workshops, and we know people are at their happiest and best selves when we combine purposeful play with meaningful work.

Come out and play with us!

If you are a change maker, a thought leader, an innovator, or someone who is passionate about the power of play, contact us today so we can talk about all the ways we can build together.

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We cannot wait to connect!

