

Sue Baechler

PORTFOLIO 2023



Game | Client

BiFF! Bigger, Farther Faster | H&R Block, RSM McGladrey

Ring That Bell Game | Genentech

Ring That Bell Game Online | Genentech

The Bottom Line Game | CVS

Xploratorium | Genentech

Creative Commercial Communities | Hallmark

The Lifetime Customer | All Saints Hospital

Ugly Projects Game | ESI, Strategy Execution

Oasis | Genentech

Reflex | Hilton Hotels

Yes! You Experience Selling | Deloitte

It's Your Move | Deloitte

First in Mind | Deloitte Consulting

Keep the Change | Xerox Business Services

Process Jazz | Xerox Business Services

Strategize! | Xerox Business Services

Camp Lur'ning 1 & 2 | Xerox Business Services

Creating the Future | First Card, Visa

The Love It Club | Career Systems International

Career Power 3.0 | Career Systems International

The Bottom Line Game | GE, Benson Optical

Fast Company Live | Fast Company

Create Your Own Success Story | Albertsons

Wings | Allied Signal, Honeywell

Speed to Mastery | Forum Corporation

CRM Diner | Forum Corporation

Call Your Shots | White Ops

Create a Knowledge Community | Thomson Multimedia

Skillsharks | ESI, Strategy Execution

Center for Creative Drug Developers (C2D2) | Genentech

Leading Dreams | YPO, Disney

Don't Stress | Joe Robinson

The GT Ride Simulation | Grant Thornton

Great Leader's Journey | Genentech

Pocket Sports Quote App | Positive Coaching Alliance

Relate, Rethink, Recharge | Genentech



Game | Collaboration

All In Board Game | Sue Baechler, Brenda Hardesty
[All In Game Online](#) | Sue Baechler, Brenda Hardesty, Focus Games
If Game: Ten Bold Behaviors for Innovation Feats | Sue Baechler, Neal Sofian
Dream Job Game | Sue Baechler, Samari Sandifer
Dream Leader Game | Sue Baechler, Jill Esplin
SNAP | Sue Baechler, Jaki Scarcello
Diabolical Game | Sue Baechler, Clark & Diane Hardesty
Dream Leader Lab | Sue Baechler, Shirley Ball
Oasis Simulation | Sue Baechler, Steve Kowalski, Steve Donahue
Simpol Game | Sue Baechler, Jaki Scarcello

Book | Collaboration

[Dream Leader](#) | Sue Baechler, Jill Esplin
Afraid of Nothing | Sue Baechler, Marianne Radtke
Act Right, Sleep at Night | Sue Baechler
[Resilient Spirit](#) | Sue Baechler, Eileen McDargh
Every Project Needs a Leader | Sue Baechler, Steven McManus
Hannah Flies Home | Sue Baechler
Self Power Your Career | Sue Baechler, Beverly Kaye
[Quantum Success](#) | Sue Baechler, Bobbi DePorter
[The 7 Biggest Teen Problems](#) | Sue Baechler, Bobbi DePorter
[Quantum Learner](#) | Sue Baechler, Bobbi DePorter
[Quantum Thinker](#) | Sue Baechler, Bobbi DePorter
[Quantum Reader](#) | Sue Baechler, Bobbi DePorter
[Quantum Memorizer](#) | Sue Baechler, Bobbi DePorter
[Quantum Note-Taker](#) | Sue Baechler, Bobbi DePorter
[Quantum Writer](#) | Sue Baechler, Bobbi DePorter

Press | Publications

My 5 Days at Camp Lur'ning | Nicolas Morgan | [Fast Company](#) | Article
XBS Learns to Grow | Alan Webber | [Fast Company](#) | Article
Allow Your Inner Child to Escape | Todd Nordstrom, [Forbes online](#) | Article
Is It Possible to Have Fun at Work? | Sue Baechler | [Whole Picture](#) | Podcast
Keeping the Player Smart | Sue Baechler | [Ludogogy](#) | Article
How Games Improve Performance | Sue Baechler | [People & Strategy](#) | Article
The Play is the Work | Sue Baechler | [Ludogogy](#) | Article
Why Games Help People Learn Better | Sue Baechler, Brenda Hardesty | [Podcast](#)
Innovating Learning at Work | Sue Baechler, Vivien Price, Elizabeth Griep | [Forum](#) | Article
Investing in the Teen Futures Market | Joe Robinson | [HuffPost](#) | Article

Sue Baechler

STORY



[Sue Baechler](#) has a playful mindset. It's her personal *and* business strategy.

As a kid Sue created backyard carnivals to showcase everyone's originality. In college she built a playground for handicapped kids. As a camp counselor, she wrote interactive songs and plays that helped kids connect. As a volunteer she got Chicago Bears stars to dress up like their cheerleaders at her Special Olympics fundraising event. As a business leader, she turned challenges into songs, games, movies, stories and even apparel to unite people in creating positive change. So, it's not surprising that Sue's company, [Originaliti](#), invents custom games that help people in all industries play their way into better relationships and results by solving their own challenges in companies like Deloitte, Hilton, Hallmark, CVS, Genentech, H&R Block, Xerox and GE. Originaliti's games for global brands have been featured in Forbes, Fast Company, CNN, Huffington Post, People & Strategy and The Wall Street Journal. Before Originaliti, Sue was a business leader for Lens Crafters in California, Osco Drug in Chicago, Melville in Boston and New York, and two Silicon Valley start-ups. Sue's BA in Communication and Education Design for Adults & Children from Buckminster Fuller's School of Design at Southern Illinois University is a special major she invented to study across the schools of design, graphic arts, education, communications and multimedia.

Sue believes everyone has a playful mindset. *Don't like the status quo? Just ask: How could play make this more enjoyable?* Then, try something (anything) playful and watch the positive emotions and connections flow.

Play is the highest form of research.
Albert Einstein

