

Sue Baechler

**PORTFOLIO 2024**

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Game | Client

- Go-Givers Win | Go-Givers International, Inc.
- 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

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### 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, Erin Racher

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, Focus Games

### 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

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## STORY

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[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 founded a company, [Originality](#), that invents custom games to help people in all industries play their way into better relationships and results by solving their own challenges: for clients like Deloitte, Hilton, Hallmark, CVS, Genentech, H&R Block, Xerox and GE. Originality's games for global brands have been featured in Forbes, Fast Company, CNN, Huffington Post, People & Strategy and The Wall Street Journal. Before Originality, 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**

