

Sue Baechler

PORTFOLIO



Game | Client

Ring That Bell Game | Genentech

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

Ring That Bell Game Online | Genentech

The Bottom Line Game | CVS

The Bottom Line Game | Lens Crafters

The Bottom Line Game GE

The Bottom Line Game | Xerox Business Services (XBS)

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 | XBS

Process Jazz | XBS

We're Responsible! | XBS

How Do We Know? | XBS

Experience the Seven Habits | XBS/Covey Leadership

Strategize! | XBS

Foundation Learning | XBS

Camp Lur'ning 1 & 2 | XBS

Creating the Future | First Card, Visa

The Love It Club | Career Systems International

Career Power 3.0 | Career Systems International

Career Power Game | Career Systems International

Fast Company Live | Fast Company Magazine

Create Your Own Success Story | Albertsons

Wings | Allied Signal, Honeywell

Speed to Mastery | Forum Corporation

CRM Diner | Forum Corporation

Call Your Shots | White Ops

Creating 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
WorkLife Series | XBS
Change Strategy | XBS
Xpotential: Orlando Worldwide Learning Conference Games | XBS
Xpotential: Toronto Worldwide Learning Conference Games | XBS
Xpotential: New York Worldwide Learning Conference Games | XBS
Every Project Needs a Leader | I Lead Projects
Wise Assets | Pensare
Textures Synergy | Textures
Go-Givers Win | Go Givers International
Absolutely Perfect Day | XBS
MOMIWOW Sales Game | XBS
VPS Idea Book & Group Experience | XBS
Simplify | XBS
Global Pioneers | Thomson Multimedia

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
[Innovating Learning at Work](#) | Sue Baechler, Vivien Price, Elizabeth Griep | Forum | Article
[Investing in the Teen Futures Market](#) | Joe Robinson | Huffpost | Article
[Sue Baechler on Developing Serious Games](#) | Podcast UniversityXP

[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, [Originaliti](#), 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. 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

