

HOW PLAY HELPS STARTUPS WIN

BOOSTING CREATIVITY AND CONNECTION



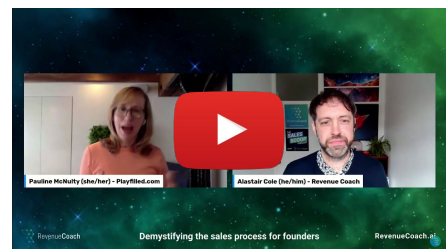
Takeaways from our Revenue Coach® Masterclass
on 14th March 2023 with Pauline McNulty

Why is play important for startups?

- Play can be an effective way for startups to foster creativity, build a strong team, reduce stress, and support learning and development
- Companies with higher levels of employee engagement, achieve 23% greater profitability (Gallup, Nov 2022)

What kinds of play boost creativity and connection?

- Social play that involves interaction with others such as games
- Physical play that provides a break from



[WATCH NOW](#)

- sedentary work activities and promotes physical health and well-being
- Creative play that encourages employees to use their imaginations and explore new ideas
- Learning play that provides opportunities for employees to develop new skills and knowledge in a fun and engaging way
- Virtual play that catalyses staff to connect and interact remotely

How can startups embed play into their culture?

- Incorporate play into workspaces by creating a playful and fun atmosphere
- Celebrate milestones such as hitting sales targets or launching new products
- Encourage team-building activities that incorporate playful elements
- Use playful facilitators and/or workshop methods to develop your strategy and solve problems
- Make play a part of learning and development
- Embrace a playful attitude!

EXPERT GUEST



Pauline McNulty

Co-founder of Playfilled, Founder Mentor, and Advisory Board Member / NED. Former Executive leader & sponsor of strategic change, risk & assurance, and D&I.



Test drive **Revenue Coach**[®] for yourself at revenuecoach.ai 