

BOSI Game

Game concept: Carl Heine

BOSI concept and statements, © Joe Abraham

Large group Mixer (12 – 96 players):

Skill/Aptitude: Role Discernment

1. As close as possible, distribute equal numbers of B-O-S-I cards at random to participants, one card per person. Each card is different (96 total; there are 24 B cards, 24 O cards, etc.).
2. Briefly explain the four different business DNA types and that each person has a card on which is written a statement typical for a person with one of these roles to make.
3. Instruct the group to network with as many individuals as possible in 10 minutes (set a realistic time limit—more or less, depending on the number of people), learning names and discovering their roles.
4. Everyone adheres to the role on his or her card. The person may simply read it, paraphrase it or work it into an improvised story.
5. Besides serving as an icebreaker or get-acquainted activity, select one of the following discernment objectives:

Objective 1: Form a group of four individuals holding different roles (B-O-S-I) within the time limit. Once you think you've found a complementary partner you may work as a team. When time is called, show your cards to other members of your team. Ideally, there should be one B, one O, one S, and one I.

Objective 2: Form a group of like-minded individuals—i.e., you all share the same DNA. When time is called, show your cards to other members of your group. Ideally, everyone should have the same letter in the group and there should only be 4 groups total.

Objective 3: Trade cards with someone if they tell you something that really resonates with you. If you already hold “your card” don't give it up. When time is called, have individuals share with the group the statement they closely identify with.

At the end of play, form groups and using a UV light, shine the light at the O in BOSI to reveal its letter identity.

(optional) Discussion:

- What type of DNA is hardest to recognize?
- With what group do you most identify?
- What statement do you see as matching a different role?

- What are effective ways to network with strangers? What is ineffective?
- If you were looking for business partners, how would you determine if they have complementary roles?

Variation: Don't use cards with the letters printed on them.

- Have listeners decide what role they think the speaker is conveying by using a signal dot (or sticky note) on which they write the appropriate letter (B, O, S, I). Post this on the person's nametag (or back or forehead, or stick it to the back of their card, or hand them a business card with the dot on it).

Card Identities – See Below

<p>I am an entrepreneur because building businesses is what I do and have always done with great success.</p> <p>B</p>	<p>Building a business from the ground up is fun and easy for me.</p> <p>B</p>
<p>I have started up companies in more than one industry. Most of the businesses I have started up are still in existence today.</p> <p>B</p>	<p>I'd much rather start a company from scratch and control 100 percent of the brand message than buy into an existing system.</p> <p>B</p>
<p>I find it easy to conceptualize new business ventures. Beyond the concept, I can put together the business plan, funding, management team, and operating plan with little effort.</p> <p>B</p>	<p>I feel like I have the 'golden threads of business' ingrained in my mind. I can walk into virtually any business and apply those principles to build a successful company.</p> <p>B</p>
<p>If you gave me a challenged business and a few hours or days to dig into it, I can 'paper napkin' a solution and turn it around in no time at all.</p> <p>B</p>	<p>I find it very irritating when employees bring their personal issues to work. Worse yet, when they bring them directly to me.</p> <p>B</p>

<p>I have a hard time slowing down to answer silly questions or deal with emotional people.</p> <p>B</p>	<p>I can be Dr. Jekyll and Mr. Hyde within a very short period of time. One minute, I'm the fun-loving leader everyone wants to be around. The next minute I notice something I don't like and I tear people apart with my words and body language.</p> <p>B</p>
<p>I have this weird ability to get people to work extra hours and give up weekends without even having to ask for it. It is like having the ability to do Jedi mind tricks.</p> <p>B</p>	<p>People often call me a 'great salesperson'</p> <p>B</p>
<p>I am 24/7 when it comes to my business.</p> <p>B</p>	<p>I find it hard to take vacations.</p> <p>B</p>
<p>I am accused of being a 'Type A' personality.</p> <p>B</p>	<p>I have a tendency to burn employees out. They end up leaving me for greener pastures.</p> <p>B</p>

<p>It is hard for me to balance my work and family life.</p> <p>B</p>	<p>I can motivate people around me to do things that they would not normally do.</p> <p>B</p>
<p>I feel like the only reason people are around me is because they can get something from me (a paycheck, a business opportunity, a roof over their heads).</p> <p>B</p>	<p>I find it quite easy to raise money, sell to customers, and recruit employees into my business.</p> <p>B</p>
<p>I am a systems-driven businessperson. I like setting up systems for the staff to follow.</p> <p>B</p>	<p>My sales and marketing teams frustrate me because they don't grow the business as fast as I have planned it to grow.</p> <p>B</p>
<p>I wish people would have more of an ownership mind-set in this business. They could achieve so much more if they just gave this business their true focus and passion.</p> <p>B</p>	<p>It is lonely at the top. I find it hard to find close business and life connections.</p> <p>B</p>

<p>I love the idea of working hard for a window of time (2 - 5 years) making a fortune, and then living the life thereafter.</p> <p>0</p>	<p>I have been involved in multiple business ventures at the same time.</p> <p>0</p>
<p>I am surrounded by dream-stealers. Some of them are the people closest to me.</p> <p>0</p>	<p>If the right person would just invest in this business venture with me, it would be a huge success.</p> <p>0</p>
<p>I don't mind working 18 hours a day for a period of time if I can enjoy the benefits for the rest of my life.</p> <p>0</p>	<p>I am an optimist through and through. Despite the occasional failure along the way, I am confident I am going to strike it I on my current venture.</p> <p>0</p>
<p>I have a hard time saying 'No' to moneymaking opportunities—especially ones that don't take a lot of ongoing time.</p> <p>0</p>	<p>I am always open to looking at ways to develop wealth by working 'smarter, not harder'</p> <p>0</p>

<p>I laugh in the face of risk. The riskier, the higher the payout potential—so bring it on.</p> <p>0</p>	<p>I could never, ever work at a <i>job</i> or run a repetitive business for the long term.</p> <p>0</p>
<p>I like finding deals where the timing is just right (ground floor), the right people are in place, and all I have to do is jump in and ride the wave.</p> <p>0</p>	<p>I'd much rather earn residual/royalty income or some sort of dividend payout than go to an office everyday to earn a living.</p> <p>0</p>
<p>I have one or more business ventures that have failed, but I am now building in a totally different industry.</p> <p>0</p>	<p>I find it hard to focus on just one business opportunity/system for any sustained period of time.</p> <p>0</p>
<p>If someone brings me a stock tip or guaranteed income opportunity, I'll say 'Yes' a majority of the time.</p> <p>0</p>	<p>I've burned some financial bridges with people because I promoted a financial opportunity that failed.</p> <p>0</p>

<p>Flipping Real Estate, MLM, day trading, franchise ownership, investing in Forex, eBay selling... I've tried most of those.</p> <p>0</p>	<p>I am very coachable, especially when I'm dealing with a top income earner in my field.</p> <p>0</p>
<p>I enjoy personal development. I don't care what the cost is if I can be mentored by the best in the business.</p> <p>0</p>	<p>A great lifestyle doing what I really love (family time, volunteering, etc.) is more important to me than a stable paycheck.</p> <p>0</p>
<p>I will be financially independent in two to five years if things go according to plan.</p> <p>0</p>	<p>I will beg, borrow and steal to get in on a business opportunity that makes sense.</p> <p>0</p>
<p>I can absolutely see the venture I am in being part of a billion-dollar entity in the next few years.</p> <p>0</p>	<p>I'd rather leverage an existing high-growth business trend or brand than have to start and operate one of my own.</p> <p>0</p>

<p>I started my business so I could be my own boss and earn a bigger income than a job could pay me.</p> <p>S</p>	<p>My # 1 goal in business is to earn a healthy six-figure income from my business for 20+ years.</p> <p>S</p>
<p>A big frustration is not being able to stand out from my competition, despite my credentials</p> <p>S</p>	<p>I worked hard through schooling/apprenticeship/certification/how-to training to be in business today.</p> <p>S</p>
<p>I've been involved in the same industry for most of my corporate and entrepreneurial career.</p> <p>S</p>	<p>I am excellent in my primary trade, but I am not as good at marketing and selling.</p> <p>S</p>
<p>My primary education source is industry publications, journals and events.</p> <p>S</p>	<p>Although hectic, I maintain a fairly fixed work schedule.</p> <p>S</p>

<p>I am not easily distracted, if ever, by other business opportunities or money-making deals</p> <p>S</p>	<p>I am quite analytical when it comes to making decisions.</p> <p>S</p>
<p>I have a hard time asking for help or mentorship from people who do not have the same level of education or credentials as I have.</p> <p>S</p>	<p>My total tenure as owner of this company will exceed 15 years.</p> <p>S</p>
<p>I find it easy to hire and manage operational staff (administrative, finance, etc.). However, high-end sales and marketing people are a whole other story.</p> <p>S</p>	<p>I end up spending too much time working <i>in</i> my business rather than working <i>on</i> my business.</p> <p>S</p>
<p>Referrals are my preferred source of new business.</p> <p>S</p>	<p>I use traditional advertising/marketing but rarely engage in high-risk or out-of-the-box marketing that other business owners use.</p> <p>S</p>

<p>My reputation in the community is a very important part of my brand and business success.</p> <p>S</p>	<p>I'd rather borrow and repay money than have equity partners.</p> <p>S</p>
<p>Networking is a big part of my long-term marketing plan.</p> <p>S</p>	<p>My competitors promote virtually the same product/service I do. The main way I differentiate myself is through high-touch service.</p> <p>S</p>
<p>Cold prospecting/calling is not part of my marketing plan.</p> <p>S</p>	<p>I don't consider myself a 'big dreamer.' I am more conservative and methodical in my business plan growth.</p> <p>S</p>
<p>Friends and family always come to me for free advice in my area of expertise.</p> <p>S</p>	<p>I'd rather be the slow and steady tortoise in the race than the fast moving, risk-taking hare.</p> <p>S</p>

<p>I didn't really have a grand plan to start a business. I was just doing something I loved and a business grew up around me.</p> <p>I</p>	<p>My # 1 goal in business is to get my product/service to as many people as possible so it can change their lives.</p> <p>I</p>
<p>My # 1 frustration in business is business itself. I am not a businessperson.</p> <p>I</p>	<p>I'd much rather be working in the 'lab' of my business than in the office or at the cash register.</p> <p>I</p>
<p>Running and managing a business is something that I despise doing. It literally pushes me to a nervous breakdown.</p> <p>I</p>	<p>My mission is so much bigger than I am. It feels like it could take five lifetimes to accomplish what this product/service could do for mankind.</p> <p>I</p>
<p>It frustrates me that my product/service may not reach someone who really needs it because of my business inadequacies.</p> <p>I</p>	<p>Profit is not as important to me as quality. I'd give my product/service away for free if I could.</p> <p>I</p>

<p>People say I'm too trusting of the wrong people.</p> <p>I</p>	<p>Even the thought of raising prices or lowering quality to be 'competitive' is overwhelming for me.</p> <p>I</p>
<p>Given the time and freedom, I could invent a whole host of products/services to impact mankind.</p> <p>I</p>	<p>I have a patent-worthy product.</p> <p>I</p>
<p>I would much rather have someone else running my business for me. I don't consider myself business savvy.</p> <p>I</p>	<p>If I had the choice, I'd give up any potential fame and fortune just to have my product help others.</p> <p>I</p>
<p>My family is actively involved in my business with me.</p> <p>I</p>	<p>People say that I am quite gullible around savvy businesspeople.</p> <p>I</p>

<p>I am a trusting person. I tend to give people too much control of my business decisions.</p> <p>I</p>	<p>My business first started because people loved my product. I would have been happy just to give it to them, but I had to start covering the costs.</p> <p>I</p>
<p>I am loyal to my team members almost to a point of fault.</p> <p>I</p>	<p>I have an advanced degree in my area of expertise.</p> <p>I</p>
<p>People who have tried my product say that it is life changing.</p> <p>I</p>	<p>I feel honored and privileged to have been given the gift of creating this product.</p> <p>I</p>
<p>I cannot stand hiring, firing and negotiating. I'd much rather someone else did all that for me.</p> <p>I</p>	<p>I wish I could find a business engine that could take my innovation and get it out to the whole world.</p> <p>I</p>

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